

Quantum
Series

ENGINEERING

QUANTUM Series

Semester - 8

Common to All Branches

Digital and Social Media Marketing



Session
2021-22
Even Semester

- Topic-wise coverage of entire syllabus in Question-Answer form.
- Short Questions (2 Marks)

CONTENTS

KOE 094 : Digital & Social Media Marketing

UNIT-1 : INTRODUCTION TO DIGITAL MARKETING (1-1 J to 1-40 J)

The new digital world - trends that are driving shifts from traditional marketing practices to digital marketing practices, the modern digital consumer and new consumer's digital journey. Marketing strategies for the digital world-latest practices.

UNIT-2 : SOCIAL MEDIA MARKETING (2-1 J to 2-40 J)

Introduction to Blogging, Create a blog post for your project. Include headline, imagery, links and post, Content Planning and writing. Introduction to Face book, Twitter, Google+, LinkedIn, YouTube, Instagram and Pinterest; their channel advertising and campaigns.

UNIT-3 : ACQUIRING & ENGAGING USERS THROUGH DIGITAL CHANNELS (3-1 J to 3-28 J)

Understanding the relationship between content and branding and its impact on sales, search engine marketing, mobile marketing, video marketing, and social-media marketing. Marketing gamification, Online campaign management; using marketing analytic tools to segment, target and position; overview of search engine optimization (SEO).

UNIT-4 : DESIGNING ORGANIZATION FOR DIGITAL SUCCESS

(4-1 J to 4-23 J)

Digital transformation, digital leadership principles, online P.R. and reputation management. ROI of digital strategies, how digital marketing is adding value to business, and evaluating cost effectiveness of digital strategies.

UNIT-5 : DIGITAL INNOVATION AND TRENDS (5-1 J to 5-22 J)

The contemporary digital revolution, digital transformation framework; security and privatization issues with digital marketing. Understanding trends in digital marketing – Indian and global context, online communities and co-creation.

SHORT QUESTIONS

(SQ-1 J to SQ-20 J)

1

UNIT

Introduction to Digital Marketing

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1-1 J (OE-Sem-8)

1-2 J (OE-Sem-8)

Introduction to Digital Marketing

PART-1

Introduction to Digital Marketing.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 1.1. Explain the term digital marketing.

Answer

1. Digital marketing is defined as the marketing of products or services using digital technologies on the Internet, also including mobile phones, display advertising and other digital medium.
2. Digital marketing methods such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, E-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology.
3. Digital marketing is extended to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), call back, and on-hold mobile ring tones.
4. In essence, this extension to non-Internet channels helps to differentiate digital marketing from online marketing.

Que 1.2. Describe briefly the evolution of digital marketing.

OR

Explain with suitable example the progression of digital marketing from traditional marketing.

Answer

1. Digital marketing was first invented and used in the year 1990. At that time Web 1.0 platform was developed which helped users to find out necessary information.
2. In 1993, the first clickable web-ad banner went live. At that time, HotWired purchased a few banner ads for their promotion and advertising. This marked the beginning of the digital marketing era.
3. In 1994, first e-commerce transaction was done over the internet and Yahoo was launched.

4. In 1996, search engines and tools like HotBot, LookSmart, and Alexa were launched.
5. In 1997, the first social media site Sixdegrees.com was launched.
6. In 1998, Google was launched. Moreover, in this year Microsoft launched MSN, and Yahoo launched Yahoo web search.
7. In 2000, the Internet bubble burst and all the smaller search engines were wiped out. This creates more space and opportunities for the giants in the business.
8. In 2002, the professional social media network LinkedIn was launched.
9. In 2003, WordPress and MySpace were launched.
10. In 2004, Gmail was launched. The same year Facebook has gone live, and Google went public. YouTube was launched in the year 2005.
11. In 2006, search engine traffic was launched. This year Microsoft launched an MS live search and simultaneously, Twitter was also launched.
12. In 2007, Tumblr was launched. Moreover, web streaming service Hulu was also founded and Mobile giant Apple launched its iPhone in this year.
13. In the year 2008, Spotify was launched and Groupon went live.
14. In 2009, Google launched Instant for real-time search engine results. Google introduced products like AdWords.
15. In 2010, WhatsApp was launched along with Google Buzz.
16. In 2011, Google+ and Google Panda were launched.
17. In 2013, Yahoo acquired Tumblr.
18. In 2014, Facebook acquired WhatsApp.
19. In 2015, Snapchat has launched its Discover feature. In this year several new technologies like analytics, wearable tech, and content marketing have also invented.
20. Popular social networking sites in 2017 are Facebook, YouTube, Instagram, Twitter, Reddit, etc.

Que 1.3. What are the key comparison between web 1.0 and web 2.0?

Answer

S.No.	Areas of Comparison	Web 1.0	Web 2.0
1.	Information discovery	Read-only web search and browse stickiness	Read-write web publish and subscribe syndication

2.	Information retrieval	Transactional	Relationship
3.	Information aggregation	Commercial aggregators web forms directories	Micro-aggregators web applications tagging
4.	Marketing and selling	Push, Contextual Page views Low targeting	Conversational, Personal Cost per click Individual targeting
5.	Content control	Publishers Singularity Portals	Content authors Collaboration Really simple syndication
6.	Content structure	Domain and pages static site	Tagged objects Dynamic site

Que 1.4. What are the advantages and disadvantages of digital marketing?

Answer

Advantages of digital marketing :

1. **Global reach :** A website allows us to find new markets and trade globally for only a small investment.
2. **Lower cost :** A properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
3. **Trackable, measurable results :** Measuring our online marketing with web analytics and other online metric tools makes it easier to establish how effective our campaign has been. We can obtain detailed information about how customers use our website or respond to our advertising.
4. **Personalization :** If our customer database is linked to our website, then whenever someone visits the site, we can greet them with targeted offers. The more they buy from us, the more we can refine our customer profile and market effectively to them.
5. **Openness :** By getting involved with social media and managing it carefully, we can build customer loyalty and create a reputation for being easy to engage with.

6. **Social currency :** Digital marketing creates engaging campaigns using content marketing tactics. The content (images, videos, articles) can gain social currency being passed from user to user and becoming viral.
7. **Improved conversion rates :** If we have a website, then our customers are only a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

Disadvantages of digital marketing :

1. **Skills and training :** We need to ensure that staff has the right knowledge and expertise to carry out digital marketing with success.
2. **Time consuming :** Tasks such as optimising online advertising campaigns and creating marketing content can take up a lot of time. It is important to measure our results to ensure a return-on-investment.
3. **High competition :** While we can reach a global audience with digital marketing, we are against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.
4. **Complaints and feedback :** Any negative feedback or criticism of our brand can be visible to our audience through social media and review websites. Carrying out effective customer service online can be challenging. Negative comments or failure to respond effectively can damage our brand reputation.
5. **Security and privacy issues :** There are a number of legal considerations around collecting and using customer data for digital marketing purposes. Take care to comply with the rules regarding privacy and data protection.

Que 1.5. What are the applications of marketers utilizing digital marketing channels and platforms ?

OR

Discuss critical strength and application of digital marketing.

Answer

The key applications for marketers utilizing digital marketing channels and platforms are :

1. Enhancement of revenues :

- a. The most pertinent application of all business models is the potential to increase revenue beyond present numbers and digital does so in multiple ways.
- b. From top-branded product manufacturers to local, small and medium businesses, all are embracing the power of digital to get enhanced revenues and move from just a physical sales model to an omnipresent sales channel where the biggest orders can come in at times and from locations not even known to the marketing manager.

2. **Brand presence amplification :**
 - a. Marketing done across traditional channels is time consuming and requires a large effort to gather new prospect base.
 - b. Digital marketing helps to reach out to newer target segments in a much lesser time-span and amplify brand presence multiple times over.
 3. **Support information-seeking and customer validation exercise :**
 - a. Digital marketing's impact across multiple channels to support the customer together information, compare competing products, and validate his purchase decision through comments and thoughts from multiple online sources which we cannot gather in the physical world.
 4. **Develop customized forms of consumption (like applications and social pages for targeted communities) :**
 - a. The aspect of digital application is towards creation of targeted low-cost apps, social media pages, and curated articles on interest blogs and platforms, which provide a way to personalize information and is accessed with utmost ease by the target segment in which the marketer wants to engage.
 5. **Mixing multiple digital channels and online-offline media :**
 - a. With newer innovations marketers are utilizing multiple digital media platforms and integrating online-offline media to help customers to complete the purchase cycle, on which ever medium, channel or platform they are present.
 - b. These growing integrations impact the most physical of industries like agriculture and healthcare.
 6. **Instant response generation mechanism to negative customer feedback :**
 - a. We have seen a lot of instances wherein brands have not only been able to identify when customers are not feeling good about certain products and experiences on offer but have also been able to avert huge losses and save face in the outcry of key issues important to them both on the product and brand side.
 - b. In some instances, digital media has even led to companies take back stocks worth millions of their wares to maintain customer trust and brand integrity.
- Strength of digital marketing :**
1. Easy to target and reach more audience at a cheaper price.
 2. Campaigns can be easily customized and made more targeted as per our business requirements.
 3. It helps the business to reach out and connect with the people on a larger scale.

4. It saves a lot of money as compared to the traditional marketing as it is cheaper and efficient.
5. Being recognized as a brand has become much easier.
6. Promotion of small business is easy as it is cost effective.
7. Entrepreneurs find it very useful as they do not need a huge budget for this and it gives them huge platform to make a mark on the digital world.
8. We do not require a large team to do digital marketing campaigns unlike the traditional manner which in turn saves money, time and labor and also increases the ROI.

Que 1.6. What are the types of digital marketing ?**OR**

What are the different types of digital marketing ? Explain each one with suitable examples.

Answer**Types of digital marketing are :**

1. **Content marketing :**
 - a. Content marketing is the process of creating and sharing content that is not just intended to be promotional.
 - b. The content that we create as part of our content marketing campaigns is used to stimulate interest in our brand offering while also providing some value for our site visitors.
 - c. It can be used to inspire, educate, persuade, or even just entertain.
 - d. Content marketing does not just apply to written content like blog posts, website pages, and e-books.
 - e. Content can also consist of videos, social media posts, and even webinars. The types of content we create will depend on our campaign goals and our target audience.
 - f. For example, website, blog, native content.
2. **Website design :**
 - a. Website design layout of the site helps to determine what pages will be included and how visitors will navigate them.
 - b. The visuals included on site, such as logos, colors, images, and other branding elements are important.
 - c. For example, Dropbox, Dribbble, GitHub.
3. **Search Engine Optimization (SEO) :**
 - a. Search Engine Optimization (SEO) is the process of optimizing the online content to bring in more organic traffic from search engines like Google.

- b. This process involves emphasizing certain keywords or phrases within our content that closely align with what a consumer might type in the search engine bar.
- c. SEO is not only improves the quantity of organic search traffic but also improve the quality of that traffic.
- d. For example, Ahrefs, SEMrush KWFinder.
4. **Social media management :**
 - a. Social media management entails a number of different activities. In addition to creating a strategy with our target audience in mind, we can also create and post content across social channels.
 - b. Social media management also involves advertising on different channels as well as measuring success based on our defined goals.
 - c. For example, Twitter, Digg.
5. **E-mail marketing :**
 - a. E-mail marketing is the process of sending targeted messages to our contacts through E-mail. Like other types of digital marketing strategies, the messages that we send through E-mail marketing are not always promotional.
 - b. Though E-mail is a good place to deliver information about coupons, sales, and other promotions, it can also be a powerful channel for engaging with our audience through unique and valuable content.
 - c. For example, Uber, Litmus, BuzzTeeD.
6. **Social media ads :**
 - a. There are a number of social media channels that provide advertising opportunities for businesses to boost visibility and expand their reach online.
 - b. Social media ads come in many different formats, which are dependent on the channel that we are advertising on.
 - c. The best social media platforms to advertise depend on the target audience and what platforms they are most active on.
 - d. For example, White papers, Ebooks.
7. **Google ads :**
 - a. Google ads can be a true asset to small business.
 - b. These types of ads are structured in a PPC model, which means that we pay for each click that we get on an ad.
 - c. Google PPC ads are one of the best ways to improve our reach on the search engine. Google ads appear at the top of the Google Search Engine Results Page (SERP) when a user types the keywords or phrases.

- d. When done correctly, these ads can be an excellent digital marketing tactic to supplement our organic SEO efforts.
- e. For example, upwork, click, Fasthosts.

Que 1.7. What is content marketing ? Explain its importance.

Answer

Content marketing : Refer Q. 1.6, Page, 1-7J, Unit-1.

Importance :

1. Content marketing helps to improve conversions because it allows us to connect with and educate our leads and customers.
2. Through content marketing we can also encourage conversions by giving consumers the information they need to make an educated purchasing decision.

Que 1.8. Briefly discuss the strategy for effective marketing mix using internet and digital contents.

Answer

Following are the strategy for effective marketing mix using internet and digital contents :

1. SEO (Search Engine Optimization) :

- a. Search engine optimization allows our website to rank higher in search engine results pages for searches related to our business, products, and services.
- b. SEO is made up of multiple strategies that work together to increase our rankings in search results.

2. PPC (Pay-Per-Click) :

- a. PPC is a way to promote our company online and reach users who are actively searching for specific products and services.
- b. PPC is a budget-friendly strategy, because it allows us to decide exactly how much we want to spend per month, and how much we will pay every time an ad is clicked.

3. Content marketing : Refer Q. 1.6, Page 1-7J, Unit-1.

4. E-mail marketing : Refer Q. 1.6, Page 1-7J, Unit-1.

5. Social media marketing : Refer Q. 1.6, Page 1-7J, Unit-1.

6. Facebook :

- a. Facebook is the largest social media platform, and the size of its user base alone makes it a good choice for every business.

- b. We can post updates and interact with followers, and also use the platform's built-in advertising options to reach an extremely targeted audience.
- 7. **Twitter :** We can use it to share brief updates, as well as links to our latest blog posts and other content.
- 8. **LinkedIn :**
 - a. LinkedIn is important social media platforms for B2B companies, since it was designed from the start as a platform for building professional connections.
- 9. **YouTube :**
 - a. YouTube is a platform to get viewers engaged with your business.
 - b. Videos tend to be more engaging than text alone, meaning they can be extremely effective for showing complex processes and behind the scenes information.
- 10. **Instagram :**
 - a. Instagram is an app that allows users to share photos, short videos, and text captions.
 - b. Since Instagram is a photo-based app, we can post photos of company events, new products, or even short clips of product creation.

Que 1.9. Differentiate between traditional marketing and modern marketing.

Answer

S. No.	Areas of Comparison	Traditional marketing	Modern marketing
1.	Interactivity	Customer has no choice in receiving messages of his interest.	All channels have certain interactivity.
2.	Engagement	Difficult to track results and impact of marketing.	Focus is on customer satisfaction and building a relationship.
3.	Agility	Delivery through physical channels takes longer fulfillment time.	Efficiency in terms of agility of service is much higher.

4.	Conversions	Closer to product awareness and interest stages.	Activities targeted to move towards end of the funnel relating them with consumption.
5.	Personalization	Mass marketing techniques with low personal touch.	High potential to customize offerings for each customer.
6.	Brand imagery	Difficult to build brand imagery because of platform limitations.	With rich media/video gaining prominence strong imagery is possible.
7.	Social involvement	Not able to involve social integration features.	Ability to socialize and build trust by leveraging social networks.

Que 1.10. What aspects are to be considered while deciding about marketing mix in online business ? Discuss.

Answer

Following are the aspects that are to be considered while deciding about marketing mix online business :

1. Product :

- a. Product refers to the physical goods or the intangible services that we offer.
- b. Customer may be attracted to the product packaging, features, ease-of-use, name, quality, design or support.
- c. The transaction may be for the physical product. But, the purchase is influenced by the entire buying experience.

2. Price :

- a. It is critical to choose the right price for our product or service.
- b. If our product is underpriced, consumers may question its effectiveness or think that it is "too good to be true".
- c. On the other hand, if we price our product too high, consumers may see it as overpriced and unnecessary.

3. Promotion :

- a. Promotion covers all of the communication tactics that we will use to spread the word.

- b. Promotion focuses on how we will communicate our product to people.
- c. It does not only encompass the entire marketing function. It also addresses the sales process and other areas such as public relations and advertising.

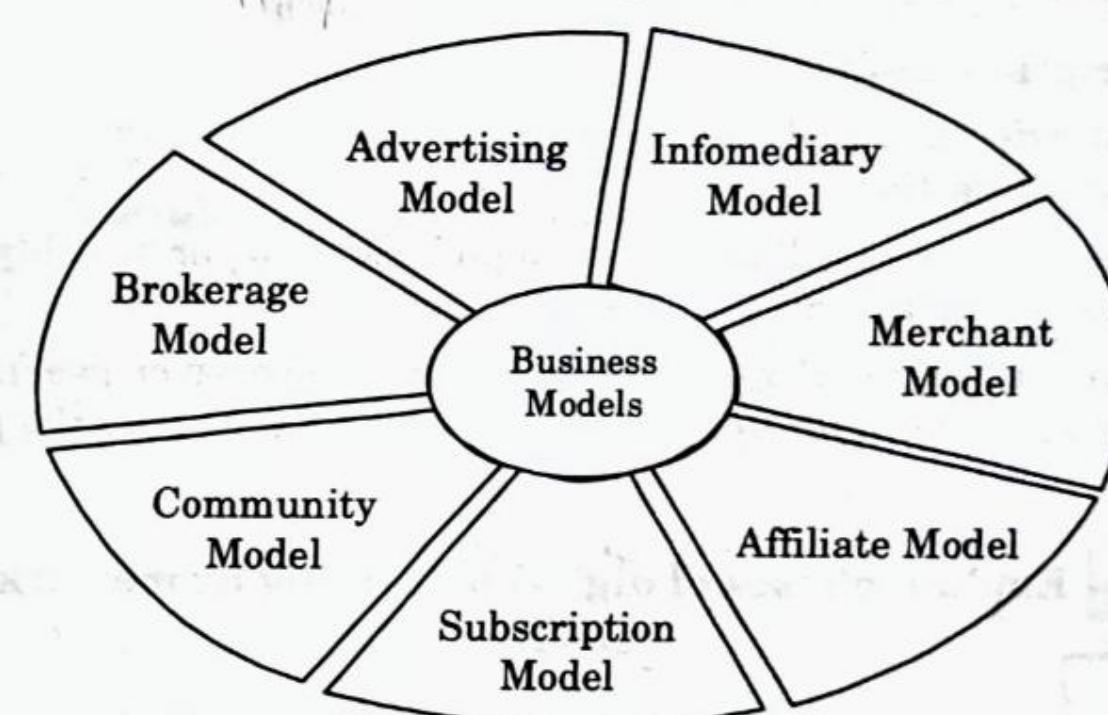
4. Place :

- a. Place refers to the distribution of our product.
- b. Two of the most common distribution channels are: direct sales and wholesalers.
- c. If we run a local retail business, we will use direct sales at our location.
- d. If we sell through Walmart or Amazon, we use wholesalers. The advantage of using wholesaler is that they tend to have a wider distribution network and larger customer base.

Que 1.11. Explain digital marketing business model.

Answer

Different types of digital marketing business models are :



1. Brokerage model :

- a. In this model, a broker will offer some services to different parties and will charge them for that.
- b. These people are the market makers and are responsible for bringing the buyers and sellers together for carrying out business transactions.

2. Advertising model :

- a. In this model, the online company offers advertising services and products.

- b. Our website is the broadcaster which provides the content and services mixed with advertising messages in the form of banner ads.
- 3. Infomediary model :**
- a. In this model, the direct revenue is generated as the company receives money on the basis of its products and services which it offers to its business partners.
 - b. Some firms might act as infomediaries in this case which assist buyers and sellers in understanding the current market.
- 4. Merchant model :**
- a. In this model, the company provides service and sells goods whereas the merchant is responsible for the products.
 - b. So, the overall sales which are made are all based on the list prices or through auction.
- 5. Affiliate model :**
- a. Companies following affiliate model offers incentives to other affiliates who can help them in redirecting the customers towards them.
 - b. Dealing under affiliate model provide us with unlimited purchase opportunities.
- 6. Subscription model :**
- a. Subscription model is used to facilitate the customer communication and interaction.
 - b. Here the users will be charged a periodic, daily or monthly fee for subscribing a particular service.
- 7. Community model :** This is the model which is based on user's loyalty and the revenue generated in this case will depend upon the product type.

Que 1.12. Explain phases of digital marketing framework.

Answer

Phases of digital marketing framework :

Phase 1-Assessment :

- a. The first phase involves any firm's or individual's assessment and analysis of their present external/internal market place environment to ascertain that they have clearly assessed their current digital presence to develop high-level digital marketing objectives and review criteria.
- b. This stage involves executing all the necessary market research to assess present market trends impacting them.
- c. Key activities involved in the assessment stage include :

- i. External analysis
- ii. Internal analysis
- iii. Digital presence analysis
- iv. Objectives development and review

Phase 2-Strategy :

- a. The second phase involves creating the digital marketing strategy roadmap in line with traditional marketing strategy and objectives.
- b. Key activities involved in strategy stage include :
 - i. Digital strategy definition
 - ii. Customer development strategy
 - iii. Digital marketing mix
 - iv. 6S digital marketing implementation framework

Phase 3-Communication and channel mix :

- a. This stage involves a more in-depth communication and channel mix plan creation for each of the marketing objective.
- b. Key activities involved in communication and channel mix include :
 - i. Digital media planning
 - ii. Communication program design
 - iii. Channel mix development
 - iv. Budget allocation for channel mix

Phase 4-Digital marketing operations :

- a. This is the deployment stage for digital operations and involves the actual planning, implementation, monitoring, and optimization of campaigns during the media flight dates so that marketers obtain the maximum impact for their investments during the campaign run period.
- b. Key activities include :
 - i. Digital campaign planning
 - ii. Multi-channel campaign set-up
 - iii. Campaign execution
 - iv. Campaign monitoring and tracking

Phase 5-Retinement :

- a. This is the final stage of digital marketing wherein marketers and the campaign team analyze overall role for the effort and investments, create reports and analytics dashboard, and refine present strategies for further digital marketing activities, based on customer response and collated data.
- b. Key activities include :
 - i. Implementing web analytics

- ii. Defining measurement framework
- iii. Marketing implementation ROI
- iv. Digital marketing refinement

Que 1.13. What are the critical success factors for digital marketing?

Answer

Critical success factor for digital marketing are :

1. Intent-based :

- a. The biggest differentiator and a critical success factor for digital marketing is the actionable information obtained from visitors and customers each time they get involved in searching for a product online which helps in the backward integration of the overall product development cycle making it the most effective medium to gain information on customer preferences and unstated needs.

2. Interactive :

- a. The power of interaction which digital marketing provides in terms of response, action (impression/click), and voluntary sharing of personal information, enables marketers to engage audiences in multiple ways and keep them hooked to the product/service brand specifically on the medium or platform they like the most.

3. Immersive :

- a. With digital communication created to appeal to our senses with strong design, aesthetics, cultural connotations, and a cosmopolitan appeal. These days immersive elements can be built through ads, video content, picture sharing, and story-telling sites like Instagram and Pinterest.
- b. These novel ways of providing truly immersive experience can go even beyond real-life interactions at times.

4. Immediate :

- a. The biggest difference which digital provides is the immediacy to the customer, wherein he/she can browse a product from a smartphone fashion app at even odd hours at night and go ahead to buy such a product.
- b. Browsing patterns at even brand websites show how much convenience matters to today's generation. Such elements were never available to marketers before.

5. Interesting :

- a. The multiple ways in which contests are being run for brands, sweepstakes organized, fashion experts roped in for chats, webinars

conducted, brand imagery shared through viral-cartoon videos and product information shared virally through humor videos, clearly testify how interesting digital marketing can be and how this has been real differentiator for fans and new customers alike to click a brand or product.

6. Informative :

- a. Success factors which have been really key to digital marketing include the possibility to develop targeted content, share information across multiple vertical channels, and provide brand credibility and trust in the most effective manner.
- b. On the customer side, the possibility to get word-of-click information through social feedback of friends on their real-time usage of the product and interaction avenues like brand experts on the website has truly re-defined what information can achieve, much to the help of marketers and their marketing efforts.

PART-2

The New Digital World-Trends that are Driving Shift from Traditional Marketing Practices to Digital Marketing Practices.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 1.14. What are the various stages of evolution that are termed as marketing eras ?

Answer

Various stages of evolution that are termed as marketing eras :

1. **Trade era :** Products were handmade, hence supply was limited.
2. **Production era :** Products were mass produced and consumers focused on features like low cost and availability.
3. **Product era :** Focus moved from quantity to quality and consumers laid more emphasis on quality, performance, and innovative features.
4. **Sales era :** With increasing competition companies were compelled to emphasize on aggressive selling and promotion, commoditization of products, leading to saturation of consumer demand.
5. **Marketing era :** Marketing emerged as a practice as consumers started demanding better products, differentiators like pricing, distribution, and promotion became important.

6. **Relationship era :** Customers started getting valued to build a long-term orientation.
7. **Digital era :** It is also called the social/mobile era, the focus is on real-time and social exchange based marketing where communication and social interactions play a prime role.

Que 1.15. Explain the factors impacting the shift from traditional to digital marketing.

OR

The strength of the internet has affected traditional marketing in several ways. List five of them and how they affected marketing?

Answer

Factors impacting the shift from traditional to digital marketing are:

1. Power shift from business to consumer attributed to availability of a wide variety of product choices and saturation of key categories.
2. Growing amount of communication channels leading to clutter and brands moving away from mass marketing to customized online marketing.
3. Consumers preference for interactive rather than traditional medium like newspapers, magazines, TV, which had a one-way information flow.
4. Need to validate marketing with product and service recommendations from trusted group of influencers/social interactions.
5. Need for comparison of product benefits to make informed decisions (multiple messages need to be heard, understood, and trusted upon by target segment).
6. Higher interaction with products and more avenues for such interactions facilitating holistic messaging rather than the traditional practice of one-off marketing.
7. Emergence of marketing as a discovery-led immersive exercise for an individual/group rather than forced messages targeted to large audiences.

Que 1.16. Differentiate between traditional and digital marketing.

Answer

S. No.	Traditional marketing	Digital marketing
1.	No communication with customer.	Communication with customer.
2.	Communication is unidirectional.	Communication is bidirectional.
3.	Advertising campaign planning takes more time for designing and launching.	Advertising campaign planning is fast as compared to traditional marketing.
4.	Difficult to measure the success of a campaign.	Easier to measure the success of a campaign through analytics.
5.	Medium for communications are print, mail, telephone.	It includes online advertising, E-mail marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click.
6.	Limited reach to the customer because of geographical constraint.	Wider reach to the customer because of the use of various technologies.
7.	24 × 7 exposure is not possible.	24 × 7 exposure is possible.
8.	Product/services feedback can take within working hours.	Response or feedback can occur anytime.
9.	Traditional marketing is expensive and time consuming.	Digital marketing is comparatively cheap and fast.

Que 1.17. Explain value chain process from E-business to advanced E-commerce.

Answer

Value chain process :

1. A value chain is a chain of activities that a firm operating in a specific industry performs in order to deliver a valuable product or service for the market.
2. There are five primary activities, performed by any firm towards reaching its goals of value and revenue creation :

- a. **Inbound logistics** : Includes relationships with suppliers and all the activities required to receive, store, and disseminate inputs.
- b. **Operations** : Refers to all the activities required to transform inputs into outputs (products and services).
- c. **Outbound logistics** : Includes all the activities required to collect, store, and distribute the output.
- d. **Marketing and sales** : Refers to activities that inform buyers about products and services, induce them to purchase, and facilitate their purchases.

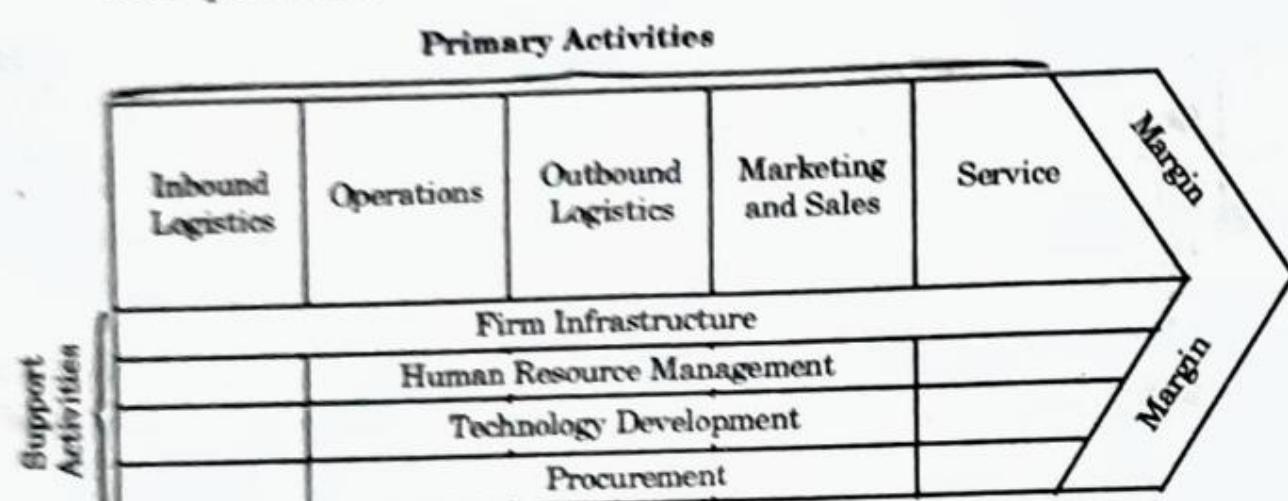


Fig. 1.17.1.

- e. **Service** : Includes all the activities required to have the product or service work effectively for the buyer after it is sold and delivered.

E-business :

1. The term e-business was coined by IBM's marketing internet teams is a key differentiated market offering.
2. It involved application of Information and Communication Technologies (ICT) to support all the physical processes and activities of any business looking to go virtual :
 - a. **Impact on procurement function** : Management of physical procurement through IT, for example, supply chain system.
 - b. **Impact on production function** : Improvements in internal production or resourcing, for example, production/knowledge portal.
 - c. **Impact on delivery function** : Technology for internal logistics, for example, intermediaries collaboration portal.
 - d. **Impact on consumption function** : Integration with internal customer management tools, for example, CRM platforms.

E-commerce : E-commerce is considered to be the sales aspect of E-business and involves a wide variety of internet-based business models.

- a. **Impact on procurement function** : Cross-business integration with portals/systems of other suppliers, for example, portal-based procurement.
- b. **Impact on production function** : Integration of common production facilities, for example, value added production chains.

- c. **Impact on delivery function** : Collaboration with external delivery platforms for example, web-based market places.
- d. **Impact on consumption function** : Improvement in transaction/sales/payment-focused processes, for example, customer payment platform.

Que 1.18. Differentiate between E-business and E-commerce.**Answer**

S.No.	E-business	E-commerce
1.	Running business using Internet is termed as E-business.	Trading of merchandise over Internet is termed as E-commerce.
2.	E-business is the broader concept and is the superset of E-commerce.	E-commerce is the part of E-business or is the subset of E-business.
3.	Business transactions are carried out in it.	Commercial transactions are carried out in it.
4.	Transactions are not limited in it.	Transactions are limited in it.
5.	Main types of E-business are : <ul style="list-style-type: none"> a. Purelay (Online only) b. Brick and click (Combination of both offline and online) 	Main types of E-commerce are : <ul style="list-style-type: none"> a. Business to Business (B2B) b. Business to Consumer (B2C)
6.	Activities of E-business are : <ul style="list-style-type: none"> a. Online store setup b. Payment options/gateway 	Activities of E-commerce are : <ul style="list-style-type: none"> a. Buying of mobile phone from online site b. Online ticketing (Bus, Railway, Airlines, and Hotels etc.)
7.	E-business is not limited to monetary transactions but also to marketing operations, SCM etc.	E-commerce is limited to monetary transactions only.
8.	Internet, Intranet and extranet are used in E-business.	Internet is used in E-commerce.
9.	E-business requires Website, ERP, CRM, Apps, etc.	E-commerce requires Website and Apps.

Que 1.19. Explain push and pull marketing.

Answer

Push marketing (Medium-initiated contact) :

1. Push marketing is the traditional type of marketing where marketing messages are packaged with information pre-configured for a particular set of users.
2. For example, a newspaper which is current information packaged across different verticals like politics, economics, sports, etc., and packaged along with large ad columns which bring in the revenue.

Pull marketing (Consumer-initiated contact) :

1. Pull marketing involves a consumer placing his intent and specific interest for a particular type of information and being offered that information along with relevant marketing messages suited to his intent, query, or profile-based interest.
2. For example, consider that the company decides to provide information in a way that each article of the newspaper is tagged and categorized based on multiple criteria to be searched upon a digital platform.
3. In this case, when a consumer makes a specific search for a piece of content and chooses matching information/news, promotions are sent based on his profile preferences, real-time location, and the topic of the article he found interested in reading.

Que 1.20. Explain media consumption drivers for new marketing environment.

Answer

Media consumption drivers for new marketing environment are :

1. **Emergence of internet :**
 - a. This is the biggest factor of the transition to digital marketing.
 - b. With growing availability of the internet, it became possible to access data and information as and when required.
2. **Rise of millennial generation (generation Y) :**
 - a. With their differing attitudes and aspirations and also the rapid rise of social networking and collaboration concepts has led to the acceptance of digital as a major buying platform.
 - b. It has grown tremendously to a level that certain product categories now are being bought only through digital channels.
3. **Technology advancements in devices :**
 - a. Investments in hardware, infrastructure, location positioning and device memory, have brought forth convenient and feature-rich

platforms like mobile, PDAs, tablets, etc., whose computational power and storage options have made it possible to execute research, personal interactions, and commerce, all on the go.

4. Advancements in design/UI :

- a. With Apple bringing design to the fore and ease of access becoming important by the day, digital has the fillip over other traditional platforms in being a slicker, more user-friendly platform where brand experiences can be felt and shared in their tangible and intangible forms not possible earlier.

5. Consumerism/rising global economies :

- a. With the rise of discretionary income across many work sectors, it has become easier for a large middle-class population to consume smartphones and tablets at prices never thought before.
- b. With the rise in education levels and increasing accessibility, the effect of digital is reaching far and wide to even smaller towns and cities, thus increasing the consumer net rapidly.

Que 1.21. What are the advantages of digital marketing over traditional marketing ?

Answer

Advantages of digital marketing over traditional marketing are :

1. **Audience targeting :** Helps to know which audience to target and why, with pre-designed messages suited to their specific problems and needs.
2. **Cost leverage :** Digital mediums can be the most cost effective for messaging across a larger audience, which was the key reason in the first place for marketers to adopt them.
3. **Actionable reporting :** The kind of quantitative customer segment data and feedback obtained here is more authentic and actionable.
4. **Location-based messaging :** No other type of marketing can develop and target personalized, location-based messages for customers as per their specific interests.
5. **Quicker funnel fulfillment :** The covering of marketing funnel from awareness to action can be fulfilled much quicker after the customer has shown the first intent.
6. **Multi-channel reach :** Digital marketing integrates data, communication, and messaging across multiple platforms making it the best form of integrated marketing.
7. **Instant customer interaction :** With customer interaction and service, it is the first time that marketers can interact in real-time to understand and support the problems faced by engaged users.

Que 1.22. Do you think Indian is now capable in doing business through digital marketing? Explain your answer either in favour or against.

Answer

Yes, India is capable in doing business through digital marketing. Following are the reasons as to why the future of digital marketing is going to be bright in India:

1. Drastic changes in traditional marketing :

- a. The previous traditional set of marketing was limited to door to door.
- b. Previously the marketers were using physical manpower to promote their products.

2. Digital is the new name :

- a. Everyone in the country is preferring digital marketing over everything else. Even the startups are launching their business via digital marketing.
- b. This platform eases the process of every business.
- c. The company does not have to deploy the manpower to go physically into the market and promote the product.
- d. It offers a wide range of economical, powerful and contemporary mechanisms and mediums of marketing.

3. Government's "Digital India" initiative backs up :

- a. In order to transform the entire ecosystem of public services through the use of information technology, the Government of India has launched the Digital India programme with the vision to transform India into a digitally empowered society and knowledge economy.

4. Reaching global markets :

- a. Through digital platforms like Facebook, Twitter, Instagram, LinkedIn, one can reach to the audience of any corner of the world.
- b. The reach of these social media platforms is so huge that we can connect with almost everyone now.

5. Affordable :

- a. Comparing it with other marketing platforms, digital marketing is one of the most affordable media to promote the product.
- b. If we are a real estate company, we can promote our new project on social media by reaching thousands of people at one time.

PART-3

The Modern Digital Consumer and New's Consumer Digital Journey, Marketing Strategies for the Digital World-Latest Practices.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 1.23. Explain consumer behaviour model.

Answer

Consumer behaviour model are :

1. **Economic model :** Believes that man being self-interested, makes decisions based upon his ability to maximize utility while expending minimum effort.
2. **Learning model :** Marketers develop association of products with strong drivers and cues which lead to positive reinforcement through learning.
3. **Psychological model :** Based on concepts of psychology, the view believes that behaviour is subject to instinctive forces or drives which act outside conscious thoughts.
4. **Sociological model :** This model believes that an individual is part of an institution called society which influences his thoughts and actions and he, in turn, also influences society.

Que 1.24. What changes are perceived on consumer behaviour in the era of digital world ?

Answer

Changes perceived on consumer behaviour in the era of digital world :

1. **Consumers are increasingly comfortable with the medium :** Many online consumers have been using the internet for many years at this stage and while the user demographic is still skewed in favour of younger people, older users are becoming increasingly internet savvy.
2. **Consumers are in control :** Users are in control in the Web 2.0 world. Fail to grasp that simple fact and the target audience will not just fail to engage with the organisation, they will actively disengage.

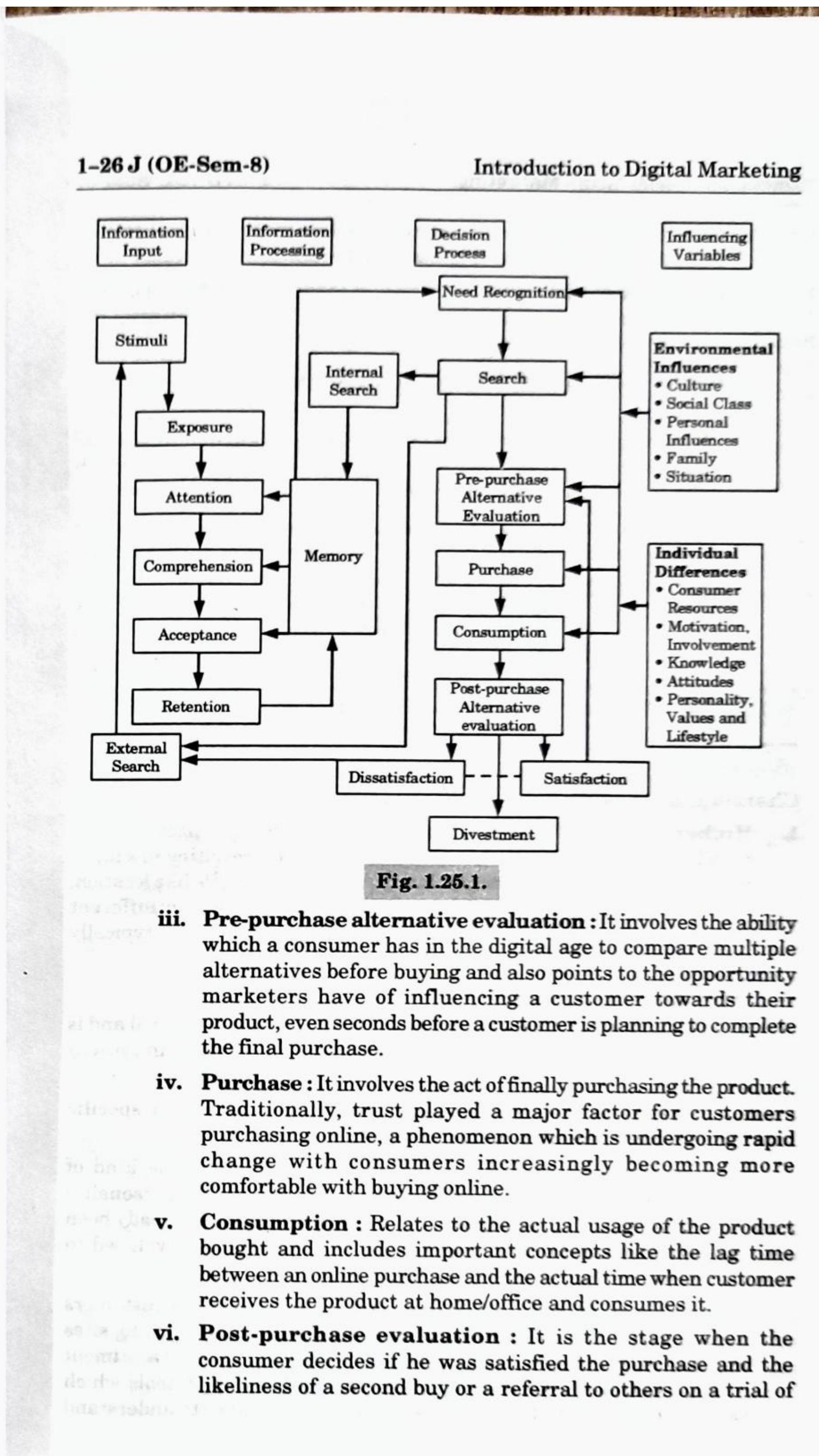
3. **Consumers are fickle :** The transparency and immediacy of the internet does not eradicate the concept of brand or vendor loyalty, but it does erode it. Consumer has the power to compare and contrast competing brands.
4. **Consumers are vocal :** Through peer reviews, blogs, social networks, online forums and communities they are telling each other about their positive online experiences and the negative ones.

Que 1.25. Explain Engel, Blackwell and Miniard model.

Answer

Engel, Blackwell and Miniard model consists of four key stages :

1. **Information input stage :**
 - a. This stage includes all the inputs and stimuli from marketing and non-marketing sources which form the basis for information processing in the next stage.
 - b. The stage also includes additional external information search which the consumer conducts, especially when not enough information is available from memory or when post-purchase dissonance occurs.
2. **Information processing stage :**
 - a. The information processing stage is similar to the consumer funnel, which involves the consumer getting exposed to the marketing message, paying attention to it, comprehending its intent, proactively or subliminally accepting it, and retaining in memory to make a decision the next time he/she is exposed to a similar message.
3. **Decision process stage :**
 - a. This involves the key stages which are commonly looked at as the Consumer Decision Process (CDP) Model steps.
 - b. These have become quite important since with the advent of internet, the way consumers perform the following activities has been completely altered :
 - i. **Need recognition :** With the availability of multiple touch points to various products through the internet, the need recognition stage has expanded from being just a reactive need based model to a more proactive instant-purchase phenomenon.
 - ii. **Search :** In contrast to search pertaining to a more physical context of moving around and searching for a product, in the present times, focus has shifted to an all-pervasive information search model which is accessible anytime and throws up amazing amounts of data for a pre-purchase evaluation.



that product. This is a very crucial stage for the marketer as true brand loyalty originates in this stage.

vii. **Divestment :** The final stage of the CDP model involves the consumer divesting the product which is not dependent on the purchase channel or buy pattern.

4. **Variables influencing the decision process :** Includes two broad categories :

- i. **Environmental influences :** It includes factors like culture, social classes, personal influences, family, and other situations which impact a consumer's decision process throughout the CDP stages.
- ii. **Individual differences :** This includes more individual-driven factors which differentiate one kind of consumer from another, based on factors like consumer resources, motivation and involvement, knowledge, attitudes, personality, values, and lifestyle all of which could have a huge impact on a consumer's final decision towards a product or service.

Que 1.26. What are the characteristics of digital consumers ?

Answer

Characteristics of digital consumers are :

1. **Higher potential for profiling :** Technology now provides the possibility to map each move of the online customer, resulting in a much higher potential to gather data points on consumer's profile like location, number of visits, type of products bought, time spent on different webpages, product browsing history (before final buy), etc., typically adding to the overall information on specific customer sets.
2. **Development of consumer personas :**
 - a. The concept of consumer personas has become quite crucial and is applied across the advertising and marketing industry in present times.
 - b. It refers to creating fictional characters to represent specific customer segments and their needs.
 - c. Consumer personas help marketers to understand the kind of products and services which can be targeted to specific personality groups wherein their behavior towards purchase has already been tested and measured and products are specifically developed to target to their tastes and likings.
3. **Possibility to gather unsolicited feedback :** With online customers sharing comments and reviews across multiple social networking sites and with advanced tools being developed to analyze consumer sentiment through text analytics, marketers are now endowed with tools which can help them gather feedback in an unsolicited manner to understand

the real preferences and attitudes of customers towards products which cannot be gauged even through well-organized focus groups.

4. **Availability of real-time expert/peer influence :** Digital customers who in their offline avatar have high difficulty to gather opinions and views of experts and friends, can obtain these in a much more directed fashion online and marketers can influence consumer decisions through investments in content marketing and targeted messaging even during the last-mile steps of a consumer who is about to convert a purchase.
5. **Use online data to target loyal offline customers :**
 - a. With digital channels, there is a high possibility to gather preferences and attitudes of consumers who might already be loyal customers in the offline world.
 - b. With marketers now having the ability to track and map their traditionally loyal customers and gather online data, they can use this knowledge to provide customized experiences to customers who are buying products in real stores.

Que 1.27. Explain passive and active digital influence of technology on consumer behaviour.

Answer

Passive digital influences of technology on consumer behaviour :

1. **Influencing through more marketing channels :** With digital technology providing far more targeting options, marketers can use a mix like search marketing, native content, E-mail communication, affiliate marketing, etc., which were not available traditionally.
2. **Influencing through customized content :**
 - a. Marketers, with their knowledge of consumer personas and individual data from previous buys of an individual, have the ability to target through the use of customized content.
 - b. Such content may be based on consumer's background, buying behavior, and even, in certain cases, cultural and social affiliations which could be very powerful.
3. **Influencing through targeted/re-targeted advertising :** By knowing the set of customers who have visited the brand page/e-commerce listing, for example, of a particular jeans brand, one can set a retargeting campaign to try and influence conversions in the next couple of days for customers who showed an interest but did not follow thereafter.
4. **Influencing through social networks :** With the concept of customer recommendations being inserted for every product available online, marketers are making use of conversations and online relations which a consumer might respond to while purchasing the brand.

- 5. Influencing through real-time information :** Marketers can follow and use knowledge of customer locations to pass on real-time information based on the stage where the customer might be in the consumer funnel.
- Active digital influences of technology on consumer behaviour :**
1. **Influencing through social communities :** A jeans brand which has its own Facebook page and has built a loyal community around it, has much more chances of being able to provide relevant messaging and imagery to its large socially driven audience.
 2. **Influencing through expert information :**
 - a. With integration of quick chat and fashion guru features which a lot of brands are integrating with their websites, consumers can actively interact, seek information, and get influenced to buy a particular brand.
 - b. There are even sites available wherein consumers can compare products across categories and marketers can sponsor such sites for stronger mind-share.
 3. **Influencing through product customization :** With technology advancements, features have been developed by apparel brands wherein a consumer can superimpose a picture to see how he/she would look in a particular jean's style and colour, thus giving a high level of personalized touch to the buying experience.
 4. **Influencing through data-driven promotions :** Marketers can also avail of the knowledge of their traditional customers to offer them discounts at the last mile-stage of product purchase, which is only possible with the use of extensive technology.

Que 1.28. Discuss one method by which consumers are segmented and targeted in the virtual world.

Answer

Following are the methods by which consumer are segmented and targeted in the virtual world :

1. **Demographic segmentation :**
 - a. Demographic segmentation is a marketing strategy that segment the consumer based on age, gender, family life cycle, income, occupation and education.
 - b. Demographic segmentation is easy to implement and very useful.
 - c. Focusing different customer segmentation at a time empower marketers to reach the targeted market where the conversion rate is very high. It will certainly increase marketing efforts put and money spent.

2. **Geographic segmentation :**
 - a. Geographic segmentation is a strategy where companies target consumer based on country.
 - b. This segmentation may broader enough and narrow as well from a country to a street.
 - c. Geographic segmentation is equally important for both large and small businesses. Small business owners can take advantages by pointing targeted audience. They will need a small advertising budget to reach the target customers.
3. **Psychographic segmentation :**
 - a. Psychographic segmentation divides customer base into less tangible segment groups such as personality, lifestyle, interest, social class and values.
 - b. Every customer has unique psychographic characteristics.
 - c. This segmentation is difficult to implement as compared to both demographic and geographic segmentation.
4. **Behavioral segmentation :**
 - a. Behavioral segmentation divides consumers on the basis of their behavior, attitude towards product and service, loyalty, occasion, usage rate, readiness.
 - b. In marketing, management markers tend to in-depth study the consumer behavior.
 - c. Before taking a purchase decision there are several factors that affect the consumer behavior.
 - d. The consumer decision is based on his behavior and marketers target exact behavioral segmentation.

Que 1.29. Write short note on consumer demand.

Answer

1. Consumer demand is used to denote the overall demand for a product or a service in the market.
2. It can also be seen in two different ways-individual demand and market demand, wherein individual demand is the quantity a consumer would buy at a given price, while market demand would be the total demand of all buyers together at a given price in a given period of time.
3. The concept of consumer demand moves parallel to that of needs and wants.
4. There are mainly eight types of demand patterns which have to be taken into consideration by marketing teams :

- a. **Negative demand** : Consumers dislike the product and may even pay a price to avoid it.
- b. **Non-existent demand** : Consumers may be unaware or uninterested in the product.
- c. **Latent demand** : Consumers may share a strong need that cannot be satisfied by an existing product.
- d. **Declining demand** : Consumers begin to buy the product less frequently or do not buy at all.
- e. **Irregular demand** : Consumer purchases vary on a seasonal, monthly, weekly, daily, or even hourly basis.
- f. **Full demand** : Consumers are adequately buying all products available in the market place.
- g. **Overfull demand** : More consumers would like to buy the product than can be satisfied.
- h. **Unwholesome demand** : Consumers may be attracted to products that have undesirable social consequences.

Que 1.30. Explain primary factor impacting consumer demand.

Answer

The primary factors impacting consumer demand can be classified into four broad areas as :

1. Consumer factors :

- a. This area refers to factors impacting a typical consumer of the product at hand.
- b. Key consumer factors cover the extent/type of consumer need, his income level, historical budget to spend on that category, presence of substitutes available which the consumer can buy, and his prior experience with the use of that product or brand and views/opinions he/she holds of it.

2. Product factors :

- a. This category includes product/brand-specific factors that impact a consumer's choice for it.
- b. The price of product and its variants is a key determining factor followed by product variety (including availability) as also its novelty/desirability factor along with the overall trust a brand excludes through its communication, history, or imagery.

3. Micro-factors :

- a. Key micro-factors include the price of related goods, consumer expectations of increase/decrease of prices in the near future, specific tastes and preferences of an audience/regional area, and other aspects like product advertisement or channels of marketing.

4. Macro-factors :

- a. Involves ecosystem factors which actually define key consumer segments and cannot be impacted by marketers.
- b. Macro-factors include overall spending patterns of consumer segments, the demography they belong to, key economic indicators (to gauge the growth of that sector itself), population growth and other such macro-economic indicators.

Que 1.31. What is brand equity ? Explain customer-based brand equity.

Answer

1. Brand equity is a phrase used in the marketing industry which describes "the value of having a well-known brand name and its ensuing benefits".
2. The valuation of brand equity can include a number of factors like changing market share, profit margins, consumer recognition of logos and other visual elements, brand language associations made by consumers, consumers perceptions a quality, and other relevant brand values.
3. To relate brand development to consumer behaviour and build the right kind of experiences in the customer's mind such as positive thoughts, feelings, beliefs, opinions, perceptions, etc.
4. This model is built on the premise that when we have strong brand equity, our customers will buy more from us, they will recommend us to other people, they will be more loyal, and we are less likely to lose them to competitors :
 - a. **Salience dimension** : It includes creating brand salience or 'awareness', to make the brand stand out so that customers recognize it.
 - b. **Performance dimension** : It defines how well a firm's product meets its customer's needs. According to the model, performance consists of five categories-primary characteristics and features i.e., product reliability, durability, and serviceability, service effectiveness, efficiency, and empathy, style and design, and price.
 - c. **Imagery dimension** : It refers to how well a brand meets its customer's needs on a social and psychological level.
 - d. **Judgment dimension** : It refers to judgments made by customers about a brand and these fall into four key categories :
 - i. **Quality** : Customers judge a product or brand based on its actual and perceived quality.
 - ii. **Credibility** : Customers judge credibility using three dimensions-expertise (which includes innovation), trustworthiness, and likeability.

- iii. **Consideration** : Customers judge how relevant the product is to their unique needs.
- iv. **Superiority** : Customers assess how superior the brand is, in comparison to competitor's brands.
- e. **Feeling dimension :**
 - i. A brand can evoke feelings directly, but customers also respond emotionally to how a brand makes them feel about themselves.
 - ii. According to the model, there are six positive brand feelings i.e., warmth, fun, excitement, security, social approval, self-respect.
- f. **Resonance dimension** : Brand resonance is the most difficult and desirable element for a marketer as it relates to consumers' feeling of a deep psychological bond with the brand. Brand resonance is divided into four key categories :
 - i. **Behavioral loyalty** : This includes regular, repeat purchases.
 - ii. **Attitudinal attachment** : Refers to the love customers show towards a brand, and the product they buy, which is considered as a special purchase.
 - iii. **Sense of community** : Customers feel a sense of community with people associated to brand.
 - iv. **Active engagement** : Customers are actively engaged with the brand, even when they are not purchasing or consuming it. This could include joining a club related to the brand, participating in online chats, marketing rallies, or events, following the brand on social media, or taking part in other, outside activities.

Que 1.32. Explain digital business strategies.

OR

What are the emerging marketing strategies for digital business environment ?

Answer

Digital business strategies :

1. **Modern portfolio theory** : It defines corporation as a portfolio of business units, with each unit plotted graphically based on market share and industry growth rate.
2. **Porter's five force analysis :**
 - a. A framework for analyzing the profitability of industries and how those profits are divided among the participants.
 - b. The framework involves bargaining power of buyers and suppliers, threat of new entrants, availability of substitute products, and the competitive rivalry of firms in the industry.

3. **Porter's generic strategies** : Porter shared that there are three generic strategies i.e., cost leadership, differentiation, focus and a company must choose only one of these three or risk wasting precious resources.

Que 1.33. Explain digital factors impacting business strategy.

Answer

Digital factors impacting business strategy are :

1. **Stakeholder-driven factors** : It includes impact of factors which are most important to stakeholders and how they are being measured differently across digital businesses.
2. **Market-driven factors** : The overall structure of digital markets, its operations, and changing trends lend itself to factors which are quite unique to this space.
3. **Customer-driven factors** : With customers being the core driving factor for digital strategy, the key change elements for them include :
 - a. **Innovation-driven offerings** : Experience-driven offerings
 - b. **Big-bang marketing** : Immersive marketing
 - c. **Marketing to customer segments** : Marketing to socially interconnected groups
4. **Competitor-driven factors** : With a new breed of competitors, aggregators, value chain breaking intermediaries giving strong competition to traditional business structures, here are some key ways in which marketers should view their digital presence with respect to fancied and digital only competitors.

Que 1.34. Define digital marketing strategy and how it is used.

Answer

Digital marketing strategy : Digital marketing strategy is the series of actions that help us to achieve our company goals through carefully selected online marketing channels. These channels include paid, earned, and owned media, and support a common campaign around a particular line of business.

Uses of digital marketing strategy :

1. **Give our digital marketing direction** : Once we decide to create a strategy, we can outline clear strategic goals we want to achieve.
2. **Outline value proposition** : When it comes to marketing our product or service online, we are bound to be competing with other competitors.
3. **Know our target audience** : Finding our target audience can be difficult for business owners when it comes to digital marketing. And knowing how to target and market to our target audience is essential.

4. **Integrate our digital marketing :** A clear strategy helps to integrate our digital marketing activities with other areas of our business.
5. **Give digital marketing the right budget :** Allocating a good and practical budget to digital marketing is the first step.
6. **Improve ROI and do not waste our money :** Getting ROI from our marketing campaigns is essential, in order to avoid wasted resource.
7. **Ongoing optimization :** A digital marketing strategy helps us to continually improve key aspects of our digital marketing, and see exactly where we are getting results.

Que 1.35. Explain digital marketing strategy.

Answer

Digital marketing strategy :

1. **Business strategy for digital :** Involves developing the overall strategy and direction for any firm planning to move to the digital platform.
2. **Customer development strategy :** Includes strategy elements to identify and define target customer segments and position product marketing and experience accordingly.



Fig. 1.35.1. Digital marketing strategy roadmap stages.

3. **Digital marketing mix strategy :** Includes the eight marketing P's to develop the marketing mix i.e., product, price, place, promotion, people, process, programs, performance.
4. **Digital marketing implementation strategy :** Includes the 6S of digital marketing implementation strategy for each product depending on its presence across product life cycle stage.

Que 1.36. Describe 6S digital marketing implementation strategy.

Answer

6S digital marketing implementation strategy are :

1. **Stage DS1 (Digital scoping) :**
 - a. This stage includes firms which are purely traditional and have no presence at all on any digital channels.
 - b. They essentially are either in a denial state or have been considering digital for some time, thus weighing their options to know how and which channels would be the best to engage for a start.
2. **Stage DS2 (Digital shadow) :**
 - a. This next stage is covered with companies which have taken their first steps towards being digital in the form of getting their names to be a part of product listing sites or placing basic information on their presence up on Google Maps/Places.
3. **Stage DS3 (Digital set-up) :** The third column represents firms which have definitely realized the importance of an online set-up to their offline operations and are willing to spend effort and budget in developing the appropriate channels to compete and climb the digital ladder.
4. **Stage DS4 (Digital stability) :**
 - a. With this stage, we move on the quadrants which have strong digital presences.
 - b. The digital stability column includes companies which already have a stable digital presence.

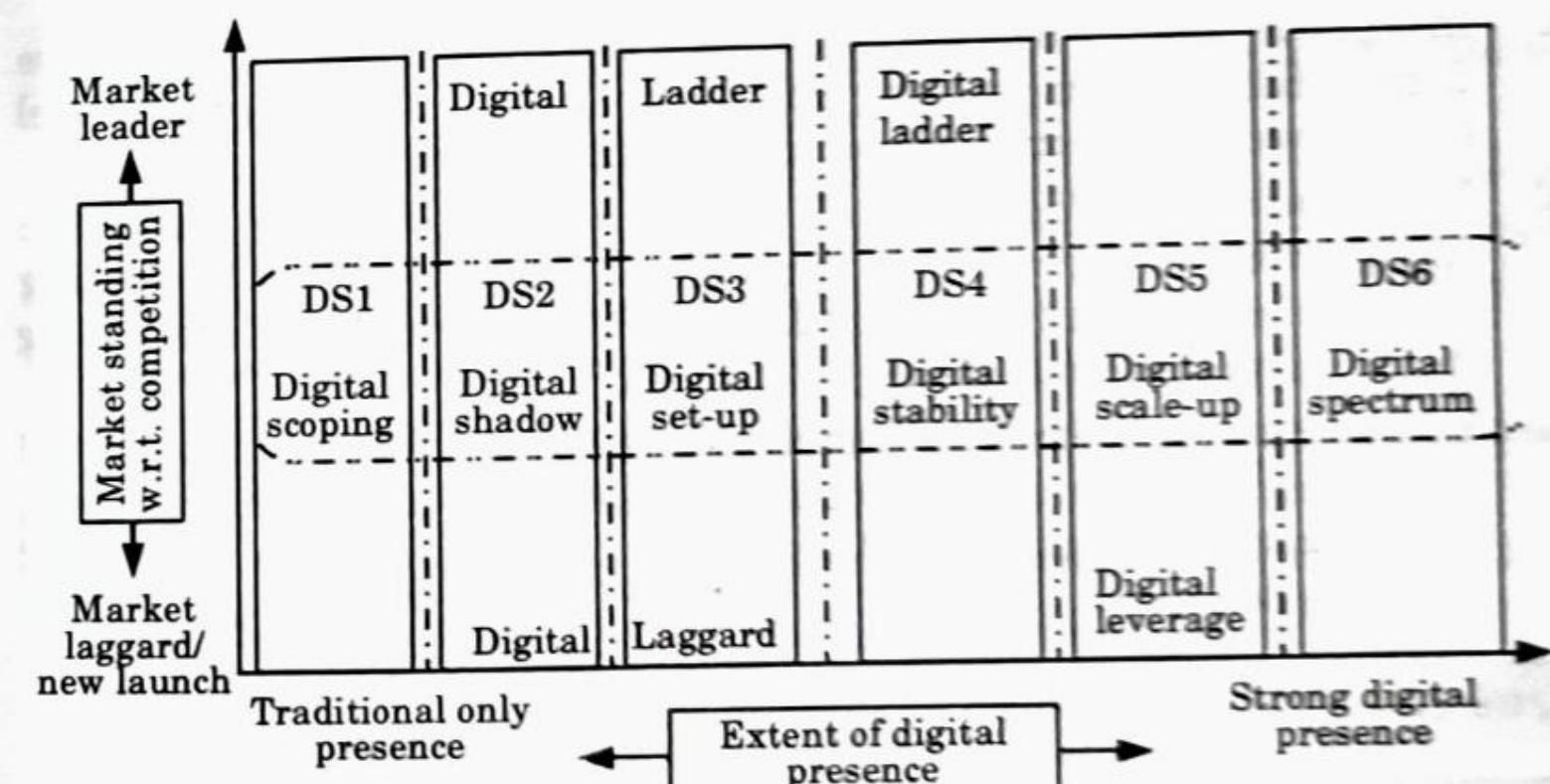


Fig. 1.36.1. 6S Digital marketing implementation stages.

5. **Stage DS5 (Digital scale-up) :** The penultimate state involves firms scaling up rapidly to leverage digital across key strategic business areas and where online presence has become as crucial and advantageous for firms as physical presence and revenues.
6. **Stage DS6 (Digital spectrum) :** This last stage of the 6S framework represents companies which are digital first in nature and where most of the digital activities and campaigns are well orchestrated with clarity of desired outcomes.

Que 1.37. Explain 3I principle for successful market strategy.

Answer

3I principle for successful market strategy are :

Principle 1 : Initiate

- a. The initiate principle of digital marketing states that the customer is the starting and finishing point for all digital activities.
- b. The answer to all questions is let the customer decide.

Principle 2 : Iterate

- a. This principle emphasizes the importance of tweaking a digital marketing campaign in response to user interaction.
- b. Each digital marketing channel is most effective when we apply an iterative process, and the more iterations of the campaign we apply, the more effective each becomes.

Principle 3 : Integrate

Integration as a principle is crucial to effective digital marketing. It works at three levels :

- a. **Integrate our efforts across digital channels :** Integration across digital channels is about using information gleaned through one channel to improve the effectiveness of another digital channel.
- b. **Integrate our digital and traditional marketing efforts :** Integration of digital and traditional marketing involves using information gathered from your digital marketing efforts and integrating it into our traditional marketing strategy.
- c. **Integrate our reporting sources :** Companies who engage with digital marketing obtain an abundance of data about their customers. However, it is important to gather data in a way that allows us to make good business decisions.

Que 1.38. What are 5D's of digital marketing ?

Answer

The 5Ds define the opportunities for consumers to interact with brands and for businesses to reach and learn from their audiences in different ways :

1. **Digital devices :** Audiences experience brands as they interact with business websites and mobile apps typically through a combination of connected devices including smartphones, tablets, desktop computers, TVs and gaming devices.
2. **Digital platforms :** Most interactions on these devices are through a browser or apps from the major platforms or services, i.e., Facebook (and Instagram), Google (and YouTube), Twitter and LinkedIn.
3. **Digital media :** Different paid, owned and earned communications channels for reaching and engaging audiences including advertising, E-mail and messaging, search engines and social networks.
4. **Digital data :** The insight businesses collect about their audience profiles and their interactions with businesses, which now needs to be protected by law in most countries.
5. **Digital technology :** The marketing technology that businesses use to create interactive experiences from websites and mobile apps to in-store E-mail campaigns.

Que 1.39. Why digital marketing is on rise ?

Answer

Some of the reasons why digital marketing is on the rise :

1. **Converting the marketing to sales :**
 - a. Traditional marketing takes the product to the masses but converting that reach to sales is another requirement altogether.
 - b. But with digital marketing, a click on the ad takes the customer to the website where he can buy the product at once.
 - c. Online stores like Amazon and eBay are still using traditional ads to complement their online marketing strategy.
 - d. This is because the age-old marketing methods like Television and Radio ads, still effectively take the product, in this case, the website to millions of people.
2. **Interaction with customers :**
 - a. Marketing the product online facilitates the customers to interact with the businesses.
 - b. We can understand the customer and can have a hand on their pulse, literally.
 - c. We get an idea about the target audience and this helps to know what audience thinks about the product.
 - d. This way we can better stay connected with the audience and help to make their experience better.

3. Cost friendly :

- There is a considerable reduction in the cost of marketing after the companies adopted digital marketing because there is a shift in the way people buy products after internet shopping was introduced.
- Customers have become smarter. They prefer to research and compare the prices before they decide on a product and go to a store to buy.
- If we want the website to reach to the customers, it needs to be SEO oriented and very easy to navigate on the user front.
- If the website is not SEO oriented, we will be missing a major chunk of customers.

4. Targeted reach :

- While traditional methods of marketing like Television and Radio ads play a major part in reaching the customers, they reach a broad audience.
- We cannot target certain audience which will benefit from the product. In such a case, we are losing money and we cannot be certain if the product has reached the intended audience.

5. Fair play :

- The traditional methods of marketing have been a boon for big businesses who can shell out the money for high profile and prime time ads.
- But with the digital marketing on the rise, even small businesses get a chance to put together a solid marketing strategy.
- All they need is a website with a fast response time and quality content.
- A well thought out marketing strategy can easily increase the site traffic by leaps and bounds.
- We also do not need to wait for the statistics to find out if the strategy worked.
- With digital marketing, the ad reach is immediately converted to purchase.
- So, the business owners would know what worked and what did not in almost no time and they could change their marketing strategy.

Que 1.40. How digital marketing can help a business grow ?

Answer

Digital marketing can help a business grow using following factors :

- Geographical expansion :** Expanding to a new geographical area with the help of traditional marketing is difficult. Digital marketing will help company to expand to new areas without any geographical hurdles.
- Cost effective :** Small and medium company do not have a big amount to spend on marketing. Still, the objective is to reach maximum people with the lowest possible cost.
- Measurable analytics :** Apart from cost effectiveness, this is the best advantage of digital marketing. The company can actually see which channel gave what amount of sales, unlike traditional marketing.
- Higher revenue :** Digital marketing helps to generate higher revenue compared to traditional marketing channels. Small and medium enterprises using digital marketing techniques will have 3.3 times better chances of expanding their workforce and business.

Que 1.41. What is a digital ecosystem in online environment ?

Answer

- A digital ecosystem is a group of interconnected information technology resources that can function as a unit.
- Digital ecosystems are made up of suppliers, customers, trading partners, applications, third-party data service providers and all respective technologies. Interoperability is the key to the ecosystem's success.
- Digital ecosystems are frequently created and controlled by market share leaders.
- The integration of business-to-business (B2B) practices, enterprise applications and data within an ecosystem allows an organization to control new and old technologies, build automated processes around them and consistently grow their business.
- Creating a digital ecosystem map is a key to establishing a strong ecosystem.
- The digital ecosystem map is a visual diagram of all digital tools and platforms used within the organization. It illustrates processes, how data is transferred between parts of the ecosystem and whether or not the process is automated or manual.
- To be effective, mapping should also document which systems are not currently connected or able to speak and transfer data between each other, as well as who are the users of each system and who is responsible for maintaining them.





Social Media Marketing

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2-1 J (OE-Sem-8)

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Social Media Marketing

PART- 1

Social Media Marketing.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 2.1. What is social media ? Give some features about social media.

Answer

Social media is defined as a group of Internet based applications that exist on the web platform to enable the Internet users from all over the world to interact, communicate, and share ideas, content, thoughts, experiences, perspectives, information, and relationships.

Features of social media :

1. Social media are interactive web internet-based applications.
2. User generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, form the core of social media.
3. Users create service-specific profiles for a website or app that are designed and maintained by the social media organization.
4. Social media support the development of online social networks by connecting a user's profile with those of other individuals or groups.

Que 2.2. Differentiate between traditional media and social web.

Answer

S. No.	Traditional media	Social web
1.	It is passive communication model, producer driven.	It is interactive communication model, consumer driven.
2.	Content/messaging is fixed.	Real-time content updation is possible.
3.	Limited media mix.	Social can integrate with all media.
4.	Archives poorly accessible.	Archives orderly accessible.
5.	Sharing is not encouraged.	Sharing and participation is encouraged.

6.	Non-interactive advertising.	Call-to-action oriented advertising.
7.	No interest based groups.	It can generate specific interest groups.

Que 2.3. Give the key theories of social media classification.

Answer

The classification relies on a set of theories in the field of media research (social presence, media richness) and social processes (self-presentation, self-disclosure), which are the key elements of social media. These theories include :

1. Social presence theory :

- i. This theory states that media differ in the degree of social presence they allow to emerge between two communication partners.
- ii. Social presence is influenced by the intimacy (interpersonal vs. mediated) and immediacy (asynchronous vs. synchronous) of the medium, and can be expected to be lower for mediated (for example, telephone conversation) than interpersonal (for example, face-to-face discussion) and for asynchronous (for example, e-mail) than synchronous (for example, live chat) communications.
- iii. The higher the social presence, the larger will be the social influence that the communication partners have on each other's behaviour.

2. Media richness theory :

- i. This theory assumes that the goal of any communication is the resolution of ambiguity and reduction of uncertainty.
- ii. It states that media differ in the degree of richness they possess, that is, the amount of information they allow to be transmitted in each time interval, and accordingly therefore some media is more effective than others in resolving ambiguity and uncertainty.

3. Self-presentation :

- i. It states that in any type of social interaction people has the desire to control the impressions other people form of them.
- ii. This is done with the objective of influencing others to gain rewards and it is driven by a wish to create an image that is consistent with one's personal identity (for example, wearing a modern outfit to be perceived as young and trendy).

4. Self-disclosure :

- i. It includes the conscious or unconscious revelation of personal information (for example, thoughts, feelings, likes, dislikes) that is consistent with the image one would like to generate.

- ii. Self-disclosure is a critical step in the development of close relationships (for example, during dating) but can also occur between complete strangers. For example, speaking about personal problems with the person seated next to us in a train.

Que 2.4. What is social media marketing ? Write down the benefits of social media marketing.

Answer

Social media marketing is the use of social media platform and websites to promote a product or service.

Benefits of social media marketing :

- 1. Leverages consumer interactions for marketing and gathering direct feedback.
- 2. Support brand awareness across multiple targeted channels and platforms.
- 3. Helps to improve targeting through social media advertising.
- 4. Increases inbound traffic cost effectively in comparison to paid advertising.
- 5. Improves customer profiling through insights generated from interactions.
- 6. Establishes influencer standing on the specific social platform.
- 7. Supports reputation management during crisis through monitoring tools.
- 8. Enhances search engine optimization rankings.
- 9. Firms can reach out and influence candidates through social recruiting.
- 10. Provides a robust platform for story-telling and viral marketing.

Que 2.5. What are the six key components of social media classification ? Explain three of them in detail.

Answer

Social media has been classified across six key components as :

- i. Collaborative projects (for example, Wikipedia)
 - ii. Blogs
 - iii. Content communities (for example, YouTube)
 - iv. Social networking sites (for example, Facebook)
 - v. Virtual game worlds (for example, World of Warcraft)
 - vi. Virtual social worlds (for example, Second Life)
- 1. Collaborative projects (for example, Wikipedia) :**
- i. Collaborative projects enable the joint and simultaneous creation of content by many end-users.

- ii. Collaborative projects differentiates between wikis, that is websites which allow users to add, remove and change text-based content and social bookmarking applications, which enable the group based collection and rating of internet links or media content.
 - iii. Application of this category includes the online encyclopedia Wikipedia and the social bookmarking web service Delicious, which allows the storage and sharing of web bookmarks.
 - iv. The main idea of collaborative projects is that the joint effort of many actors lead to a better outcome than any actor could achieve individually.
- 2. Virtual game worlds (for example, World of Warcraft) :**
- i. Virtual worlds are platforms that replicate a three-dimensional environment in which users can appear in the form of personalized avatars and interact with each other as they would in real life.
 - ii. Virtual world is ultimate manifestation of social media, as they provide the highest level of social presence and media richness of all applications.
 - iii. Virtual game world requires their users to behave according to strict rules in the context of a Massively Multiplayer Online Role-Playing Game (MMORPG) such as Microsoft's X-Box and Sony's Playstation.
- 3. Virtual social worlds (for example, Second Life) :**
- i. Virtual social world allows inhabitants to choose their behaviour freely and essentially live a virtual life similar to their real-life.
 - ii. There are no rules restricting the range of possible interactions, except for basic physical laws such as gravity.
 - iii. This allows for an unlimited range of self-presentation strategies, and it has been shown that with increasing usage intensity and consumption experience, users of virtual social worlds show behaviour that more and more closely mirrors the one observed in real-life settings.

Que 2.6. What are the advantages and disadvantages of using social media ?

Answer

Advantages of social media :

1. **Brand awareness :** Compelling and relevant content will grab the attention of potential customers and increase brand visibility.
2. **Brand reputation :** We can respond instantly to industry developments and can be seen as thought leader or expert in our field. This can improve how our business is seen by our audience.

3. **Cost effective :** It can be much cheaper than traditional advertising and promotional activities. The costs of maintaining a social media presence are minimal. If we choose to invest in paid advertising, we can spend as much or as little as our budget allows.
4. **Website traffic :** Social content can boost traffic to our website. This can lead to increased online conversions such as sales and leads.
5. **Evaluation :** It is easy to measure how much website traffic we receive from social media. We can set up tracking to determine how many sales are generated by paid social advertising.
6. **Customer interaction :** We can deliver improved customer service and respond effectively to feedback. Positive feedback is public and can be persuasive to other potential customers. Negative feedback highlights areas where we can improve.
7. **Target audience :** Customers can find us through the social media platforms they use most. We can choose to maintain a presence on particular platforms that are in line with our target audience.
8. **Brand loyalty :** We can build relationships with our customers through social media. This can help increase loyalty and advocacy.

Disadvantages of social media :

1. **Resources :** We will need to commit resources for managing our social media presence, responding to feedback and producing new content. This can include hiring and training staff, investing in paid advertising and paying for the costs of creating video or image content.
2. **Evaluation :** It is easy to quantify the return-on-investment in terms of online sales generated by social media advertising there are some less tangible benefits. It can be hard to measure and place a monetary value on the brand awareness and reputation that social media can bring. It is difficult to know how social media effects sales in-store.
3. **Ineffective use :** Social media can be used ineffectively. For example, using social media to push for sales without engaging with customers, or failing to respond to negative feedback may damage the reputation.

Que 2.7. Explain social media marketing framework stage.

Answer

Following are the social media marketing framework stage :

1. Stage 1 (SCAN) :

- a. The SCAN stage involves all activities related to monitoring social media conversations across multiple sources (social media networks, websites, forums, blogs, news sites, review sites, etc.) and mapping a firm/brand's social media presence in comparison to direct and indirect competition in the marketplace.

2. Stage 2 (OBJECTIVE) :

- a. The OBJECTIVE stage involves developing social media goals, deciding budget and target audience and finalizing the channels for social media execution.

3. Stage 3 (CAMPAIGN) :

- a. In the CAMPAIGN stage, firms decide the team for social media management, develop calendar for social campaign execution, create content assets for deployment and execute activities towards channel setup.

4. Stage 4 (IMPLEMENT) :

- a. The IMPLEMENT stage includes actual campaign implementation right from social media initiation to deeper engagement, to inclusion of advertisements and finally to investment in influencer marketing for social media propagation.

5. Stage 5 (ANALYZE) :

- a. The ANALYZE stage involves collating data points across social media campaigns, integrating them on custom or industry-wide analytics tools to analyze results and refine for new/ongoing campaigns.

6. Stage 6 (LEVERAGE) :

- a. The LEVERAGE stage involves utilizing output elements like social campaign data, social network information, social media response actions and customer feedback to improve firm's other marketing campaigns and actions.

Que 2.8. Discuss the impact of technology on social media marketing.

Answer

Impact of technology on social media marketing are :

1. **Mobility at the core of social media :** With leading mobility, it is becoming crucial for social media platforms to innovate and develop new features specifically for mobile screens.
2. **The rise of chatbots :** Customer service is the primary use-cases for social media marketing, and with the advancement of seamless and intuitive chatbots real value is being driven through this feature.
3. **AR/VR impacting social experiences :** Augmented reality has become popular through the simplest of applications called "face filters" through which we can view ourselves with crazy animated dog ears and much more.
4. **Inclusion of big data :** While big data is prominent technology trends globally which is helping not only large platforms but also smaller

companies make sense of large sets of data on customer actions, it is also posing a strong challenge in terms of the privacy issues involved.

5. **The power of artificial intelligence :** Artificial intelligence is powering many features across other trends including chatbots, personalization, voice search and is posed to make social media much more productive for platform visions and brands at large.
6. **Adoption of social media automation :** Using of automation tools for multiple social media activities including social listening, campaign management, sentiment analysis, social media analytics, etc.
7. **Personalizing social interactions :** Technology is now making it possible to not only understand user preferences across key segments but also target them with unique content and advertising messages.
8. **Social media getting immersive :** Social interactions are increasingly getting integrated with the offline world primarily through new immersive gadgets like Google Glass, Apple Watch, etc. Brands are able to integrate experiences in a highly localized manner in response to each consumer step through real-time tracking.
9. **IoT-social media integrations :** These apps are integrating with social APIs to power every digital device at home and combine all personal preferences of an individual to leverage the trio of network-individual-device providing a unique experience.

Que 2.9. Briefly discuss the potential of social media in digital marketing.

Answer

Potential of social media in digital marketing are :

1. **Strategies and marketing :**
 - i. Social media is an inseparable part of marketing. So, whenever we plan business online, social media is mandatory through this we get a glimpse of what people are looking for on social media.
 - ii. All we have to do is to categorize and organize people on the basis of their interests.
2. **Reputation management :**
 - i. On social media, it is important that we always have an idea of what is going on, as this helps to manage a business's reputation online.
 - ii. It could help in managing negative comments, and increasing the positive ones for the best.
3. **Engaging and retaining relationships :**
 - i. Social media allow us to reach out to new people, build, and maintain relationships.
 - ii. Over social media, we can track and understand the customers, if we provide them with valuable and appropriate information.

- iii. This will help to understand what people think about the business if we track their comments and reactions on the products and services.
- 4. Sales :**
- i. When customers reach out to us on social media, they are here looking for more information about the brand, products, and services.
 - ii. We need to use content marketing strategies to appropriately advertise products and services. This helps customer to relate to the product. We need to sell without creating a picture that we are actually selling.
 - iii. Through social media, customers understand more about the business and reach us via search engines.
- 5. Affordable :**
- i. A number of online marketing tools are expensive and need investment. But social media is available for free.
 - ii. This is the place where people come daily. So, our products and services would be noticed with ease.
 - iii. Based on our users' needs, reach out to them, connect with them, learn and understand what interests them most, help them to solve their concerns, and finally always respond to their feedbacks.
 - iv. This helps to improvise from our end, thereby helping us to make money with zero investment.

PART-2

Introduction to Blogging : Create a Blog Post for your Project, Include Headline, Imagery, Link and Post, Content Planning and Writing.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 2.10. Define blog, blogging and bloggers. What are the types of blogs ?

Answer

Blog : Blog is an abbreviated version of weblog, which is a term used to describe websites that maintain an ongoing chronicle of information. A blog features diary-type commentary and links to articles on other websites, usually presented as a list of entries in reverse chronological order. Blogs

range from the personal to the political, and can focus on one narrow subject or a whole range of subjects.

Blogging : Authoring a blog, maintaining one or adding an article to an existing blog is called blogging. Individual articles on a blog are called blog posts, posts or entries. A person who posts these entries is called a blogger.

Blogger : A blogger is a person who owns or runs a blog or maintains the blog. That is, posting articles or new posts, information, sharing the most up-to-date news, opinions and case studies. Such entries are known as blog posts.

Types of blog :**1. Personal blog :**

- i. Personal blog is to share the experience and thoughts about a particular topic.
- ii. Content is published by an individual, who may or may not be an expert on the topic but is certainly someone who has experience and opinions about it.

2. Business blog :

- i. Blogging for business has become a predominant type of blog, and it includes two major concepts :
 - a. The business blog could be run by an individual blogger who works for a company and promotes the company through a blog.
 - b. The second option is for a company to run a business blog and then include multiple writers who contribute with content for that company blog. In this case, they represent a team of bloggers who blog for the company.
- ii. A business blog is focused on a particular topic that is related to the company business strategy in some way.

3. Niche blog :

- i. The idea with niche blogging is to focus on a single topic. This approach gives an opportunity to specialize in a specific topic and attract highly targeted visitors.
- ii. It is essential to choose a topic which is related to the business (if blogging is a part of a business strategy).

4. Affiliate blogs :

- i. With this type of blog the owner focuses blogging activity on an affiliate marketing strategy. This means that the goal is to recommend products or services through affiliate links, encourage visitors to click on these links, and buy the products.
- ii. This enables the blogger to earn commission without having to own products or services to sell.

- iii. Product reviews are shared on this types of blog, but other content types such as lists, how to guides and tutorials can also feature affiliate links.

Que 2.11. Explain the different platforms of blog.

Answer

Five blogging platforms utilized by marketers :

1. **WordPress** : WordPress is blogging and content management tools primarily because of the following :
 - a. The extensive use of WordPress relates to its ease of use and versatility. It is not only used for blogging, content management but is one of the top go-to websites for website development.
 - b. It provides highly intuitive plug-ins and functionalities which are easy to integrate and work on.
 - c. WordPress provides community support and its wide usage along with immense literature available across the Internet which helps developers with explanation on key building blocks.
 - d. WordPress.com is a social network developed around blogging while WordPress.org is software on which it is developed.
2. **Blogger** :
 - a. This is the next most-used blogging platform and is completely free for beginners.
 - b. Key advantages include a deep integration with Google (as it is now owned by Google), unlimited blog space, multiple customized options and in-built tools.
 - c. Blogger offers a built-in tools, called widgets, which are integrated with key Google functionalities (for example, Google Maps, Google Translate, YouTube, etc.).
3. **Tumblr** :
 - a. Tumblr attracts a broad-based audience and is high on popularity.
 - b. It is the simplest to set-up and can be linked-up with blogs for free.
 - c. A unique aspect of this service is that pages do not move through the feed and thus are always accessible to the visitors.
4. **Medium** :
 - a. This platform is a variation of long-form blogs and has inherent authenticity and electric nature.
 - b. It is developed by Twitter founders, the platform uses one standardized platform to publish posts.
 - c. Customization options are limited but the platform is highly suited for content discovery and readers can subscribe to authors they find interesting to follow.

- d. In-built analytics tools are quite useful though full-control of content is not possible.

5. LiveJournal :

- a. LiveJournal is a Russian free blogging service and it is one of the leading blogging platforms.
- b. The interesting part about this platform is its integration of social media which helps users to create their own networks, join polls and interact with other bloggers.
- c. On LiveJournal each user is provided a journal page, which shows bloggers most recent journal entries, along with links to comment pages.

Que 2.12. Write the steps to create a blog post.

Answer

Step 1 : Plan the blog post by choosing a topic, creating an outline, conducting research, and checking facts.

Step 2 : Craft a headline that is both informative and will capture readers' attentions.

Step 3 : Write the post, either writing a draft in a single session or gradually word on parts of it.

Step 4 : Use images to enhance the post, improve its flow, add humor, and explain complex topics.

Step 5 : Edit the blog post. Make sure to avoid repetition, read the post aloud to check its flow, have someone else read it and provide feedback, keep sentences and paragraphs short, do not be a perfectionist, do not be afraid to cut out text or adapt writing last minute.

Que 2.13. How companies can use blogs as effective digital marketing tool ?

Answer

Companies can use blogs as effective digital marketing tools as :

1. **Builds credibility for business** : Blog posts can be a source for the targeted people who will get the timely information.
2. **Helps to increase popularity of brand** : If we regularly publish posts on the blog, more people can interact with us and can rely upon for resources or information they want.
3. **Provides more visibility** : Optimising blog can increase search engine visibility and can drive more traffic to the website.
4. **Building authorship rank** : Connecting Google+ profile to the blog can build authorship (authority to talk on particular subject) rank for us.

5. **Enforces a business brand establishment :** When we regularly write a blog, we must create it in such a fashion that it can facilitate to build the brand. For example, adding video, audio.
6. **With blogging we can promote the brand :** We can announce the new product launch. We need not depend on approval of other article directories or press release directories to get the content published.
7. **Builds list of business prospects :** For successful blog to create an opt-in box. When any visitor visits the blog, then they will leave their name and email ID, which will help to build a list of prospects.

Que 2.14. Briefly explain how to include headlines, images, links and post, content planning and writing.

Answer

Headlines : Two main approaches to write a blog post headlines i.e., to decide on final headline before writing the rest of the post (and use headline to structure the outline), or to write the blog post with a working title and see what fits when it is done.

Using images effectively : Writing for the web is an entirely different than writing for print. Oftentimes, people simply do not have the time to focus on lengthy blog posts without some visual stimulation. So it is important to include images in the posts :

- i. **Images help the blog post to flow more effectively :** The important reason to include images in the blog post is to break up the text. Many people scan blog posts rather than pore over every word, and scatter images throughout the copy will make the post seamless intimidating and more visually appealing.
- ii. **Images make great visual punch lines :** Everyone likes a good laugh, and a well-chosen image can help lighten the tone of the posts and inject some much-needed humor into a piece. This can be particularly effective if writing about a dry (or flat-out boring) topic.

Content planning and writing : Every content plan should contain :

1. **Delivery date/time :** Timing is important for content marketing, and this will help make sure to writing to deadline.
2. **Title :** This outline the main premise of the piece.
3. **Wordcount :** This will determine how much depth and detail the piece will go into.
4. **Quick summary :** Just two or three sentences - outlining key points and conclusion. We can always add an additional ideas section if we want some extra room for our ideas.
5. **Sources :** Find sources that can be used for research and as inspiration for the piece. This will save time later and might spark some ideas.

PART-3

Introduction to Facebook, Twitter, Google+, LinkedIn, YouTube, Instagram and Pinterest, Their Channels Advertising and Campaigns.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 2.15. Explain Facebook features and functionalities.

Answer

- i. Facebook is the go-to social media marketing platform.
- ii. The key features and functionalities across initiate (organic campaigns), engage (includes advertising) and measure stage for social campaign implementation are :
 - a. **Initiate :** In this stage, an individual/firm/brand can utilize available Facebook features to develop first-level presence and start executing basic organic campaigns. The key first steps for any marketer include :
 1. **Setting up a personal profile :** It is essential to create a Facebook personal profile before we develop a page for any local business, corporate, brand, etc.
 2. **Creating a Facebook business page :** For promoting on Facebook involves creating a Business page which is always linked to a profile page. Facebook pages are designed for businesses and organizations, with features that help them connect with customers and reach specific goals.
 3. **Understanding Facebook timeline and posting :** Facebook timeline is a chronological listing of each post on a profile or page which can be accessed anytime. Posting involves developing regular content to be shared in the form of posts across Facebook timeline to attract and engage audiences. Few points to post on Facebook :
 - a. Find the right rhythm.
 - b. Schedule time for posting.
 - c. Keep it human.
 - d. Share news and exclusive content.
 - e. Reward the fans.

- 4. Page promotion and connecting with friends :** Once an engaging page is created it is crucial for makers to develop tactics to promote them to the right audience. Strategies for page promotion :
- Engaging existing fans and offline network.
 - Encourage visitors to like the page.
 - Use social plugins.
- b. Engage :**
- i. **Key engagement features :** Once a basic profile has been developed, marketers can utilize other Facebook features which drive engagement. There are many such features developed by Facebook, such as :
- Facebook groups :** A Facebook group helps drive the common goal of the brand amongst an interested community that likes to discuss on topics related to core values and trends to the brand.
2. **Events :**
- Facebook events are a way for members to let friends know about upcoming events in their community and to organize social gatherings.
 - Events require an event name, network host name, event type, start time, location and a guest list of invited friends.
 - Events can be public or private. Private events cannot be found in searches and are by invitation only.
3. **Messaging :**
- Facebook messenger helps users to make voice calls and video calls both in one-to-one interactions and in group conversations.
 - Facebook started letting businesses and users interact through messenger with features such as tracking purchased and interacting with customer service representatives.
 - It introduced an API for developers to build chatbots into messenger.
- ii. **Introduction to Facebook advertising :** Facebook provides multiple options for social media advertising across its group sites (Instagram, Messenger) and Audience Network. Key steps for advertising on Facebook include :
- Deciding the objective :** The reason why an ad is being run.
 - Creating an ad account :** Setting up a business account with Facebook.

3. **Developing ad sets :** An Ad Set specifies the audience for an ad chosen placements budget and schedule.
4. **Designing ads :** Deciding elements like copy, images and CTA buttons. Brands can create multiple ad sets to test which ones work the best.
- c. **Measure :**
- Once a campaign is executed, Facebook provides drilled down data for each campaign based on dates, objectives etc. to measure the performance of each different ad set or ad.
 - Facebook reporting dashboard provides analytics across multiple metrics including :
 - Cost per-click
 - Cost-per-conversion
 - Impressions
 - Unique link clicks
 - Facebook provides deep-dive analytics related to the following :
 - Impact on offline sales :** Firms can install the Facebook pixel on their website to tie ads to conversions and reach people on Facebook after they have visited a firm's site. They can also use the offline conversion API to send offline conversion events directly to Facebook to tie campaigns to business results.
 - Review ads with biggest impact :** Campaign managers can utilize split tests-also known as A/B tests-to determine which ad strategies perform best to optimize future campaigns.
 - Analytics on generating additional sales :** Facebook provides option for conversion lift to test ads and learn if they are causing conversions and helping to meet business goals.
 - Metrics evaluation on brand growth :** Facebook supports brand lift analysis to determine impact on brand performance and optimize future campaigns.
 - Conversions across channels and devices :** Marketers can install the SDK for their app to measure the actions people take within the mobile app and tie them back to ad campaigns.
 - Cross-platform impact of Facebook ads with TV :** Facebook provides options to compare audience reach between online and TV campaigns, or combine digital ad ratings and TV data to determine full campaign impact.

Que 2.16. Discuss the Facebook applications. Give example to illustrate Facebook events, Facebook platform and Facebook marketplace.

Answer**Facebook applications :**

- i. The photos application allows us to upload as many images as we like. If we have a picture of another Facebook member, we can tag the photo with that member's name. After tagging the photo, it will appear both in our photo album and on our friend's profile.
- ii. Facebook's video application is similar to YouTube. Members can upload videos in almost every format, but Facebook requests that all files remain below 100 megabytes and that videos be shorter than two minutes. Facebook converts videos into the flash (.flv) format.
- iii. With the group application, we can join other members interest groups or we can create our own group.
- iv. The events application allows us to invite other Facebook members to a real-life gathering.
- v. Facebook's marketplace allow members to connect with other people who want to buy or sell stuff. All transactions occur directly between members, Facebook only hosts the exchange, it does not get involved in sales.
- vi. The posted items application can be used to post videos, songs on a Web page to our profile. All we have to do is enter the Web page's URL into the post field on Facebook. The application generates a thumbnail of the target page that acts as a hyperlink.

For example :

Facebook events :**1. Telegraph ski and snowboarding show :**

- a. At Telegraph's ski and snowboard show Facebook event page, we can see the stunning images and immediately after, the 'Book Now' call to action.
- b. A clear call to action is pivotal. There is nothing worse than having to click through on different tabs or different links, just to find the right place to buy tickets for an event.
- c. With the example above a potential attendee could arrive on this Facebook event page, and know exactly where to click to purchase tickets.

Facebook platform :**1. Graph API :**

- a. The Graph API is the core of Facebook platform, enabling developers to read from and write data into Facebook.
- b. The Graph API presents a simple, consistent view of the Facebook social graph, uniformly representing objects in the graph (for example, people, photos, events, and pages) and the connections between them (for example, friend relationships, shared content, and photo tags).

Facebook marketplace :

- 1. Thread wallets :** This accessories company ad campaign resulted in :
 - a. Over 350 purchases from ads in marketplace.
 - b. 16% decrease in cost per click, year over year.
 - c. 17% decrease in cost per conversion (purchase), year over year.
 - d. 41% increase in return on ad spend, year over year.

Que 2.17. With Facebook, brands have been offered the chance to actually understand what their consumers want, without deducing or listening to intermediaries. But the first thing they need to do in order for that information to be available is to listen. Comment on this.

Answer

1. The power of authenticity and user-generated content are both well-documented but are perhaps best displayed by Toyota's "Feeling the Street" Facebook campaign.
2. In this contest, Toyota put out the all-call on Twitter and Instagram for street musicians to show off their style using the #FeelingTheStreet tag.
3. After acquiring entries, the brand actually used that fan-submitted content as the basis for a series of Facebook ads.
4. The resulting campaign exceeded Toyota's wildest expectations.
5. According to a case study, Toyota's Facebook ads featuring their Feeling the Street musicians resulted in 1.2 million engagements and a 440% increase in total Facebook engagement over the previous year.
6. Again, authenticity counts. The satisfied customers are often the best billboards, so consider ways for existing fans and followers will aid our advertising efforts.
7. Also, the success of this campaign also speaks to how much creativity matters when coming up with our Facebook advertising strategy.
8. Instead of using product photos are stock images, brands are knocking it out of the park with videos.

Que 2.18. Discuss the steps by Facebook to improve audience engagement.

Answer

Steps used by Facebook to improve audience engagement include :

1. Facebook's latest algorithmic change :

- i. Facebook will give more preference to personal connections and will devalue posts by publishers and brands.
- ii. This means a decrease in organic reach whereby firms would need to pay more to be visible across News Feed.
- iii. This change could partly be a result of visitors falling off the platform. It could be a game-changer for Facebook, as advertisers will now flock to placements across other group inventory including Messenger placements, Instagram Stories and WhatsApp.

2. Updating page insights :

- i. While advertisers are of the view that the recent changes in News Feed algorithm is significantly impacting their reach to followers.
- ii. Facebook is changing the way they measure News Feed distribution from reach counts to viewable impressions, which means reach will only be counted once a post enters the user's screen and is viewable.

3. Facebook 360 :

- i. This is Facebook's move into the world of AR/VR (Augmented/Virtual Reality).
- ii. With the latest technology, users can share 360-degree videos on Facebook.

4. Messenger advertising : Facebook has also started using Messenger solutions for business where in advertisers can target users with Messenger placement in between chats in Messenger app or advertise on whatsapp in certain markets.

Que 2.19. Explain the campaign structure on Facebook.

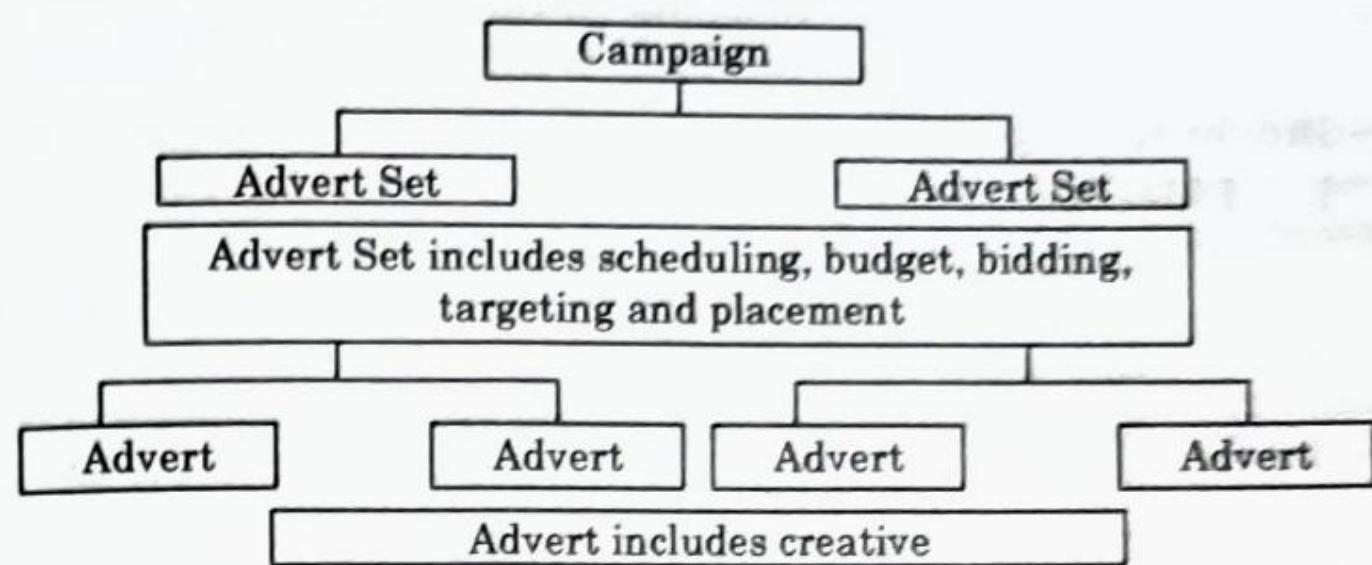
Answer**Campaign structure on Facebook :**

Fig. 2.19.1. Campaign structure on Facebook.

There are three levels to Facebook's campaign structure :

1. **Campaign :** A campaign contains one or more advert sets. Marketers will choose one advertising objective for each of their campaigns.
2. **Advert set :** Advert sets contain one or more adverts. Marketers will define their targeting, budget, schedule, bidding and placement at the advert set level.
3. **Advert :** The creative use makes up an advert.

Working of campaign structure :

1. **Create separate campaigns for each objective :** Structuring the account begins at the campaign level. Using the adverts create tool, marketers create a campaign by selecting an objective for the kind of results they want for their adverts. All the advert sets and adverts in their campaign will also focus on that objective. At the campaign level marketers can :
 - i. Easily turn all of the advert sets and adverts in their campaign on and off.
 - ii. Measure the performance of each objective across multiple advert sets and adverts.
2. **Organise advert sets by audience :** Marketers determine the audiences they want to target. They will also set their budget, schedule, bidding and placement for each of their advert sets :
 - i. **Targeting :**
 - a. Marketers create a separate advert set for each audience (For example, Males 18-24, Custom Audiences, Lookalike Audiences, etc.)
 - b. Setting a different audience for each advert set minimises the risk that the advert sets will compete against each other.
 - ii. **Budget and schedule :**
 - a. Marketers define the maximum amount they want to spend for their advert set. They choose from a daily budget or a lifetime budget.

- b. They set their schedule so their advert will either run continuously starting today or within a date range they select.

3. Bid for the objective :

i. Bidding :

- a. Marketers choose to bid for their objective, clicks or impressions. Their choice determines how they pay and who their advert is served to.
- b. For example, when they optimise their bid for the page likes objective, they will be charged when their advert is served to people within their audience who are more inclined to like their page.

ii. Placement :

- a. Marketers select from the placements, desktop News Feed, mobile News Feed and right-hand column, where they want their adverts to appear.
- b. They pick more than one placement for each advert set to give their adverts more opportunities to deliver.

4. Create multiple adverts to optimise creative : The advert level is the place for testing which adverts work better :

- i. Marketers create a small variety of adverts with variations in image, video, text or links.
- ii. They can have no more than 50 adverts per advert set (deleted adverts do not count towards this total).
- iii. They review their advert performance regularly and use the on/off switch to stop poorly performing adverts.

5. Reallocate budgets : Marketers identify which advert sets are the most effective in meeting their objectives. They turn off poorly performing advert sets and reallocate their advert set budgets to focus on the most effective advert sets.

Que 2.20. What are the steps used for advertising on Facebook ?

Answer

Steps used for advertising on Facebook are :

1. **Choose the objective :** To choose the right ad objective i.e., :
 - a. Brand awareness
 - b. Reach
 - c. App installs
 - d. Traffic
 - e. Lead generations
2. **Select the audience :** Using what the marketer knows about the people he/she wants to reach such as age, location and other details the

demographics, interests and behaviours that best represent the audience, should be chosen.

3. **Decide where to run the ad :** Marketers should choose where he/she wants to run the ad i.e., on Facebook, Instagram, Messenger, Audience Network or across them all. In this step, the marketer can also choose to run ads on specific mobile devices.
4. **Set the budget :** The marketer should enter the daily or lifetime budget, and the time period during which the ads are to be run. These limits mean that the marketer will never spend more than he/she is comfortable with.
5. **Pick a format :** The marketer should choose to show a single image or video in the ad, or use a roomier, multi-image format.
6. **Place the order :** When the marketer submits the ad, it goes to Facebook's ad auction which helps get it to the right people.
7. **Measure and manage the ad :** When the ad is running, the marketer can track performance and edit the campaign in Ads Manager. He/She can see if one version of the ad is working better than another, or if an ad is being delivered efficiently, and make adjustments as needed.

Que 2.21. Explain the different stages of Twitter.

Answer

1. Twitter has been one of the most influential micro-blogging news website across the world which has an impact not only on personal branding but also across the larger socio-political happenings across the world.
2. As a marketing platform, Twitter has been highly influential in carrying the torch for micro-blogging platform promoting concept like tweet, hashtag, trending topics, etc.
3. Twitter has the widest extended set of third-party tools/applications developed across discovery, engagement, content monitoring, analytics than any of the other social media tools, thereby making it one of the most influential platforms :
 - i. **Initiate :** Steps towards establishing a prominent presence on Twitter include :
 1. **Understanding Twitter as a platform :**
 - i. Managing Twitter is like managing a party within a clan with set rules.
 - ii. For most individuals, including marketers, it is key to first gain a basic understanding of how Twitter operates and know of most commonly used verbiage like Handle, Mention CC (Carbon Copy), HT (Hat tip), Subtweet, FF & TBT, etc.
 2. **Setting up a Twitter profile :** Developing a Twitter Profile (with username, bio, location details, website, profile pic, header

- (image) is the first step in getting a business on Twitter. It is important to think through and be as creative and differentiated with these elements to develop a strong brand.
3. **Executing initial research :** Before marketers start with their first Twitter post, they need to execute in-depth research to devise their goals and success metrics on this platform.
 4. **Developing a posting strategy :** Post initial research, marketers need to finalize their posting strategy in terms of number of posts, posting schedule, lists, etc.
 5. **Establishing an audience :** Once posting is initiated, it is important to regularly track audience reception to each post and understand their reactions with the goal of increasing followership. Generating a first audience set it crucial since they are the ones who will propagate a brand post they find it useful.
- ii. **Engage :** Key engagement features include :
1. **Creating engaging tweets :** The key to develop a strong connect with Twitter community is to develop the most relevant tweets. Key pointers include :
 - a. **Using hashtags in tweets :** Hashtags are a great way to promote content across much larger conversations and be noticed. Targeted/long-tail hashtags are also sometimes useful in targeting a specific set of audience for the brand at hand.
 - b. **Posting frequently :** With Twitter becoming one of the most crowded platforms, it is often advised to post a message multiple times and post multiple messages in a day to gain target audience attention.
 - c. **Focusing on the creative :** Posts should be both visually appealing and include a creative text for them to standout.
 - d. **Including interactive features :** Also with features like Twitter Video and Periscope live streaming app, marketers can utilize the power of video to engage audiences in a stronger manner.
 2. **Include/respond our audience :**
 - a. It is crucial that marketers not only concentrate on their posts but also be agile in terms of responding quickly to audience posts, retweeting, liking and following them.
 - b. Another good practice is to use @ mentions and tag customers in brand posts to engage better.
 - c. Other ideas include engaging customers through new topic ideas, events, contests, customer interviews, questions, polls, etc.

3. **Connecting online presence :** It is also important to add Twitter account to brand website, add a timeline of Twitter messages to webpages and add a "Tweet This" button to blog posts.
- iii. **Measure :** There are three key types of analytics which marketers can gleam from their Twitter marketing efforts. These include :
 1. **Decide metrics to measure :** It involves finalizing key metrics to measure Twitter engagement and campaigns. Typical metrics include :
 - a. Volume
 - b. Content reach
 - c. Engagement
 2. **Finalize steps to measure :**
 - a. This stage involves deciding the steps to measure identified metrics and collecting the right set of data for measurement.
 - b. Brands need to set-up a dedicated monitoring and measurement plan to collect enough meaningful data for proper analysis.
 - c. While executing search queries to gather relevant data, brands need to ensure that they are searching for the right keywords, including correct Twitter handles/hashtags and applying proper exclusions to filter out unrelated terms or topics.
 3. **Utilize Twitter/third-party analytics tools :**
 - a. To measure analytics in the most structured way, marketers need to utilize data from both Twitter Analytics as well as advanced third-party tools like Hootsuite, Buffer, etc.
 - b. Twitter Analytics provides an overview of how tweets are performing, who is engaging and when, influencers across a brand's network, and metrics for individual tweets.
 - c. Third-party tools can help to provide real time analysis to monitor performance, spot major trends, and track engagement across channel.

Que 2.22. What are the increasing engagements by utilizing Twitter advertising ?

Answer

Increasing engagement by utilizing Twitter advertising :

- a. **Advertising options :** Twitter provides three types of option for advertising :

- i. **Tailored ad campaigns :** It involves developing custom campaigns based on brand's goals audience and budget with flexible management options and no minimum spend.
- ii. **Twitter promote mode :** An "Always-On Promotion" solution, Twitter Promote Mode is a \$99 monthly subscription that automatically promotes Tweets and marketer's account attracting a larger audience each month.
- iii. **Twitter ads for agencies :** It helps busy agencies to create, manage and get the best results out of multiple campaigns with a minimum spend of \$1,000 per quarter.
- b. **Advertising objectives :** Twitter Ads provides options to service five major types of objectives for a marketer's campaign :
 - i. **Awareness :** Increase knowledge of the brand.
 - ii. **Followers :** Building an engaged audience to amplify brand message.
 - iii. **Video views :** To promote GIFs, vines or videos.
 - iv. **Website clicks :** Improve conversions through actions on Website.
 - v. **Tweet engagements :** Maximize engagement of each tweet.
- c. **Advertising types :** Twitter offers three key advertising types :
 - i. **Promoted tweets :** Promoted tweets show up for targeted users in a variety of places, including the top of their tweet streams, above Twitter search results, etc.
 - ii. **Promoted accounts :** Promoted accounts show up in the left sidebar on Twitter under "Suggested Follows" as also in the suggestions Twitter offers when someone follows a similar account.
 - iii. **Promoted trends :** Promoted trends allow brand to put a branded hashtag trend at the top of trending topic and is a pricey option.

Que 2.23. Explain the methodology of advertising on Twitter.**Answer****Methodology of advertising on Twitter :**

1. **Objective :** Decide as to what the advertising campaign wants to achieve i.e., raise awareness of a specific Tweet, attract new followers, send traffic to your website, or increase engagement.
2. **Audience :** Use targeting features to choose the audience to be reached. Select geographic areas, the followers of a notable account, or target people's interests.
3. **Bidding :** Twitter Ads run in an auction. Decide how much is to be paid for each interaction, such as a new follower or a click to the website.

- Use automatic bidding, which determines the best bid cost based on the budget and goals.
- 4. **Budget :** There is no minimum campaign spend. The marketer can choose a daily budget for the ads. Consider starting with at least \$30/day to consistently reach audiences throughout the day.
- 5. **Creative :** Select the Tweets to be focused on the campaign. Include strong call-to-actions, like "sign up" or "start today." Avoid #hashtags or @mentions in the copy so that the audience does not click away from the ad.

Que 2.24. Give a brief description about Google+.**Answer****Three key stages of Google+ are :**

- i. **Initiate :** Google+ has been the easiest across social media platforms, since almost the entire global audience using internet probably have used one or more of Google services in their lifetime. Key steps towards establishing a prominent presence on Google+ :
 1. **Setting up a Google+ business page :** Once a Google account is created the first step for any business includes creating a Google+ business page.
 2. **Editing Google+ profile page :** The next step involves adding basic information to the Google+ profile page including profile image, Tagline (brand description for anyone who discovers the page) and other profile customizations.
 3. **Defining collections and communities :** A collection belongs to the business user and only he/she can decide what goes in it and what is posted.
 4. **Initiate posting on Google+ :** The next step involves sharing text, photo and video post on Google+ specific to brand objectives.
 5. **Developing circles :** Circles is a unique audience targeting feature of Google+ wherein it lets brands organize the audience they follow into specific groups, or "Circles". Brands have the power to specifically communicate with different circles based on what they want these different customer sets to see.
- ii. **Engage :** Once the brand have developed a prominent presence on Google+ they need to start engaging audiences. Following are some of the key ways of Google+ engagement :
 1. **Sharing engaging content with communities :** Google+ communities are like LinkedIn groups and marketers can benefit by developing engaging content specific to their communities.
 2. **Include hashtags for stronger context :** Google+ has an interesting feature of automatically adding hashtags to posts based

on the content of the update. Marketers can also include their own hashtags to help bucket content into conversations happening in the Google+ space around that same topic.

3. **Developing topics in line with community :** It is crucial to research for topics which will be of interest to community followers for maximum impact. It is also important to get feedback on new ideas from communities.
4. **Developing engagement campaigns :** To set up a +Post ad, brands must have atleast 1,000 followers on their Google+ page. Marketers can then select relevant ad formats, select audience for targeting and initiate their online campaigns.
- iii. **Measure :** Finally, brand marketers need to analyze their efforts on Google+ for review and optimizations. Key steps for analysis include :
 1. **Measuring Google+ circles metrics :** Users of Google+ will only see brand posts after they have proactively added the brand to one of their circles. The more times a profile shows up in circles, the greater the chance of brand posts being noticed by an audience.
 2. **Google+ posts engagement :** The simplest form of interaction with a post is to give it a +1 when content is likeable. Measuring posts shares is a strong indicator of audience engagement toward all social media effort on Google+.
 3. **Measuring website activity from Google+ :** It is also crucial to measure and report activities that Google+ drives to brand websites across multiple sections.

Que 2.25. Explain the importance of Google+ for marketing.

Answer

Importance of Google+ for marketing :

1. **Targeted communications :** Circles enable businesses to communicate directly with certain groups. For example, a sporting goods manufacturer or retailer can use circles to share content and broadcast directly to these groups and send targeted emails.
2. **SEO :** Each piece of content made on Google+ has a unique URL. Appearing at the top of Google search results will the company's ranking.
3. **Reach :** Google always ranks its own products higher when it comes to SEO, a post on Google+ is more likely to show up in search results than other webpages or social media sites. So if one's customers fit into an active and engaged community on the network, it could be a good opportunity to get their attention.
4. **Local SEO :** The integration of Google+ into its search engine means that searches for local businesses are only getting better. When a search is performed for a local place, Google uses factors such as the amount of +1s on a Google+ Business Page to determine which information ranks

highest in the carousel results. So if one is looking for more page views on his/her website, sharing content to get more +1s is a simple, quick trick to help achieve it.

5. **Engagement :** The network is interest driven, rather than generic like other social media sites. This means that there are some very active and passionate communities consuming and engaging with content. It is a great way to build a niche audience.
6. **Usability :** There are a number of usability benefits over other social networks i.e., there are fewer adverts, one can write longer posts, visuals can be larger, posts can be formatted to make them unique, one can share content to only relevant circles. So, there is more chance that people will read it.

Que 2.26. Describe the three stages of LinkedIn.

Answer

Three key stages of LinkedIn :

- i. **Initiate :** Everything on LinkedIn begins with developing a personal LinkedIn profile which is just the start of building a broader presence. Key steps towards establishing a prominent presence on LinkedIn :
 1. **Developing a LinkedIn profile :**
 - a. It is crucial to develop a basic LinkedIn profile since ultimately it is people who do business with other people.
 - b. When people search your name, they want them to find you and come across something that makes you stick out from similar people working at similar companies (i.e., your competitors).
 2. **Creating a company page :**
 - a. With a company page a firm entrenches its business presence on LinkedIn and this is the main landing page from which most marketing activities on LinkedIn are executed.
 - b. A company page helps marketers sell their brand story, helps prospects and customers know more about the company, their business, employees and latest content.
 3. **Content publishing on LinkedIn :**
 - a. Once LinkedIn pages are setup, brands need to start publishing content which starts primarily with LinkedIn Blog posts.
 - b. LinkedIn is known for publishing industry-leading blogs where companies can share articles related to brand experiences, product expertise, major industry trends, key customer questions, best practice, etc.

- ii. Engage :** Once a prominent presence is developed, marketers can start engaging with clients through extended and paid features on the platform. Extended engagement features include :
1. **Extending to showcase pages :** Showcase pages are an extension to company pages and help to extend the brand imagery and market key product features in a distinctive manner. Firms can choose which brand pages to extend as showcase pages depending upon prominence and need.
 2. **Developing LinkedIn groups :** LinkedIn groups are a great for marketers to tap customer interest for specific topics related to their brand. Groups are a strong catalyst for thought leadership and community development.
 3. **Creating slideshare content :** LinkedIn acquired slideshare which hosts long-form content in the form of presentations. Slideshare is a great tool to establish thought leadership and authority around topics and keywords and has useful social features which brands can leverage for content promotion.
- iii. Measure :** There are three key types of analytics which marketers can see from their LinkedIn marketing efforts. These include :
1. **LinkedIn company page analytics :** It involves monitoring key metrics around company page including increase in connections, content shares/likes, follower engagement, etc. Also, identifying which updates/posts yielded greatest engagement will result in developing better content each time.
 2. **LinkedIn campaign manager analytics :** LinkedIn campaign manager provides analytics around each campaign which can be benchmarked and compared to previous campaigns to understand relevant budgets, winning bids and factors for enhanced engagement.
 3. **LinkedIn content marketing score :** Content marketing score is a barometer that helps marketers to understand the impact of their content marketing efforts on LinkedIn. It also helps to benchmark content performance and highlights top audience engaging with branded content on LinkedIn.

Que 2.27. What are the key paid features developed by LinkedIn ?

Answer

LinkedIn has developed a host of paid features for brands to increase their presence and engage new audiences for desired goals. Key paid features include :

1. **LinkedIn sponsored content :**
 - i. Sponsored content refers to native posts which brand marketers and individuals to share goal-based content consumed through feeds.
 - ii. This feature has been the most popular paid activity on LinkedIn and supports not only branding but also lead generation and direct response.
2. **Sponsored in-mail :**
 - i. It involves delivering targeted, personalized messages and content right into LinkedIn mailboxes of target audience.
 - ii. This feature is similar in nature to e-mail marketing with the added advantage of firms being able to utilize multiple targeting characteristics provided by LinkedIn.
3. **LinkedIn display ads :**
 - i. LinkedIn provides a host of display advertising options which are similar in nature to general display ads but with much stronger member profiling features as compared to other platforms.
 - ii. LinkedIn serves two visual ads on a page at any time and most of them look quite native by design.
4. **LinkedIn dynamic ads :** Dynamic ads on LinkedIn can be compared to regular rich media ads, with the key difference being that dynamic ads are able to leverage information from LinkedIn member profiles and can be much more customized in nature.

Que 2.28. What are major updates to LinkedIn ?

Answer

Major updates to LinkedIn :

1. **Company page as the most credible branding tool :**
 - i. LinkedIn company page is the powerful tools for marketers to manage and leverage.
 - ii. A consistent and updated presence on LinkedIn company page helps to form the second-best identity for a B2B brand in addition to the website.
 - iii. It is also important that every company utilizes their custom URL to market to prospects/network so that anyone who wants to search for the brand is able to do so with utmost ease even without Google Search.
2. **LinkedIn as a strong lead generation tool :**
 - i. LinkedIn is a powerful tool for lead generation.
 - ii. A well-conceived and developed LinkedIn group can help to generate regular leads and build thought leadership.

- iii. Other features like advanced search filters are helpful in finding relevant filtered down leads across defined parameters for multiple lead generation activities of the brand.
- 3. Sponsored content for the most credible B2B campaigns :**
- i. With growing popularity of LinkedIn news feed and regular likes, comments and shares by community members, sponsored content across LinkedIn feeds has got serious attention and investment in advertising result in desired impact and campaign goals fulfillment for relatively lower brand spends.
- 4. Campaign manager feature integrations with brand website/blog :**
- i. LinkedIn has introduced multiple new features to help brand marketers gain the maximum from their ad spends on LinkedIn.
 - ii. Cross-promotion of content through Inshare icons on websites/blogs has always been a prominent feature along-with provision to market website content across LinkedIn pages.
 - iii. LinkedIn has gone ahead with features like "Website Demographics" (a free tool in Campaign Manager) whereby marketers can see the type of professionals visiting their website so that they can fine-tune their campaigns and more successfully reach and engage their key audiences.
 - iv. This helps marketers spending through campaign manager match the right content to the right audience.
- 5. Extended features including sales prospecting, brand networking, personal messaging :**
- i. LinkedIn is helping marketers to increase their reach and impact final sales through features like sales navigator which have been used extensively for business development.
 - ii. Sales navigator has established a strong presence among sales and marketing objectives in terms of supporting sales cycles, helping build relevant E-mail lists for campaigns and event promotions, understanding prospect classifications for better targeting, etc.

Que 2.29. Explain methodology of advertising on LinkedIn.

Answer

Methodology of advertising on LinkedIn :

1. **Choose self-service or managed campaigns :** LinkedIn's all-in-one advertising platform makes it quick and easy to get started on a self-service campaign with Text Ads and sponsored content. Use the campaign Manager to configure ads, run campaigns, and monitor progress.
2. **Get started with campaign manager :** Campaign manager is the hub of LinkedIn advertising activity. Here marketer will find detailed

- results of the ads performance, including the demographics of members who clicked on the ads, engagement with sponsored content, and more.
3. **Choose the ad format :** Choose whether to create sponsored content, Text Ads, or both. Sponsored content appears natively in LinkedIn member feeds, whether they are on desktop, laptop, or mobile device. Text Ads are effective ads displayed on the side, top, bottom of the LinkedIn member's feed.
 4. **Create the ads :** For sponsored content, the marketer can choose an update to the company or showcase page to promote, or create new sponsored content.
 5. **Target the ads :** One of the biggest advantages of advertising on LinkedIn is being able to target based on first-party, self-reported information.
 6. **Set the budget :** The marketer can choose to bid on Cost-Per-Click (CPC) or Cost-Per-Impression (CPI). Use CPC when the click is directly related to a conversion, like a webinar registration or lead capture. CPI is more useful for raising brand awareness.
 7. **Measure and optimize :** The LinkedIn auction system rewards ads with greater engagement. So it is important to review one's results, stop low-performing ads, and promote high-performing ones.

Que 2.30. What are the different stages for YouTube platform ?

Answer

Key marketing stages of YouTube platform are :

- i. **Initiate :** Key steps towards establishing a prominent brand presence on YouTube :

 1. **Setting up a YouTube brand account :** Once a Google account is created, the first step involves setting up a YouTube brand account. Users should click the option of "Use a business or other name" to create a business channel as opposed to a personal one.
 2. **Developing the brand profile :** The next step involves developing the brand elements for YouTube profile. Key steps include :
 - a. Uploading channel icon.
 - b. Creating channel art.
 - c. Completing "About Section" details.
 - d. Developing channel trailer.
 3. **Creating/uploading video content :**
 - a. It involves all steps towards developing the first set of videos and uploading them to the YouTube channel.
 - b. Based on target market, individual expertise and brand proposition, varied video types are possible including explainer

videos, product demonstrations, customer testimonials, knowledge sharing, case studies, event videos, etc.

4. Developing first set of subscribers :

- a. Once videos are uploaded, a brand's prime task is to convert the channel with its top followers across other channels/platforms to generate that first set of subscribers.
- b. Brands need to execute all kinds of outreach possible in terms of email campaigns and direct messages across social media platforms to generate a buzz around their YouTube channel launch.

5. Optimizing videos for search : Since YouTube is Google's product, optimizing for SEO makes good sense and there are multiple ways to optimize :

- a. Optimize video title and description.
- b. Include keywords across all major tags.
- c. Associate videos with YouTube video categories.
- d. Upload a custom thumbnail for prominence.
- e. Include subtitles and closed-captions.
- f. Generate curated playlists.

ii. Engage : Marketers need to deploy multiple engagement techniques to grow their subscriber base and generate influence :

1. YouTube engagement techniques : The key to develop a strong connect with YouTube community is to develop the most relevant videos. Key pointers include :

- a. Including call-to-actions : Embedding links at the end of the video asking for comments, likes and shares, including annotations, adding a landing page to description for higher engagement.
- b. Engaging with visitors : Replying to comments, asking and answering questions, and most importantly analyzing overall sentiment.
- c. Promoting across other channels : Increase shares and video shelf life by embedding videos in E-mails as well as promoting videos on other social sites.
- d. Appeal to audience passions and align with channel identity : Shorter videos are best for engagement and have higher retention. Generate as native videos as possible with a strong storyline.

2. YouTube advertising : YouTube provides two kinds of ad options :

a. Non-skippable ads :

- i. These are short 15-20 second ads which are pre-roll ad campaigns which cannot be skipped.

ii. These ads generally get better engagement but at the same time also have higher abandonment rate.

iii. Their effectiveness comes from the fact that because of forced exposure, they are remembered much more than ads which can be skipped.

b. Skippable ads : Also known as TrueView Ads, they are the ads that are not forced on viewers and they have the power to skip them. These ads can be placed in two ways :

- i. In-stream ad : These ads typically appear across YouTube videos, display network videos, games and apps.
- ii. In-display ad : These ads appear across YouTube videos, YouTube search results, video plays on YouTube watch or channel page and on display network content.

iii. Measure : Post-campaign run, marketers need to analyze key metrics to determine engagement and conversion success. Brands can define the set of metrics they would like to capture based on their specific goals. Typical metrics which are analyzed include :

1. Watch time and audience retention :

- i. Watch time denotes the total number of minutes an audience spends while viewing content on a brand channel.
- ii. This metric can be viewed across videos or even for a single video.
- iii. Retention rate is the average percentage viewed for individual videos of a portfolio.

2. Traffic sources and demographics :

- i. Traffic sources share the sources through which viewers find a specific piece of video online, while demographic helps marketers to understand their audience by age, gender, geography, etc.

3. Engagement reports :

- i. Involves understanding metrics related to visitor engagement across content.
- ii. This engagement can be gauged by studying data on viewer clicks, shares, comments, etc.
- iii. Engagement pre and post-ads should also be studied in detail to understand the impact of ad campaign.

Que 2.31. How to create a channel on YouTube ?

Answer

Creating a channel on YouTube involves following steps :

1. **Create free Google account :** If a marketer is starting a YouTube channel for business, then he/she should set-up a separate Google/YouTube account from scratch, using a unique and non-personal e-mail address.
2. **Transform Google account into a YouTube channel :**
 - i. Using Google account (which also serves as YouTube account for watching videos), one can easily establish and customise his own YouTube channel, and then populate it with his own videos.
 - ii. Follow these steps to create a free YouTube channel once he has a valid Google account set-up :
 - a. Access www.youtube.com, and sign in using Google account username and password. The main YouTube home screen will be displayed.
 - b. Near the upper-right corner of the screen, one will see his account profile picture. Click on it to reveal the Google Account Menu, which will also be displayed near the top-right corner of the screen.
 - c. Click on the "My Channel" link in the upper-right portion of the screen. The "Create Your YouTube channel" screen will be displayed. From this initial screen, an individual will see his profile photo, as well as his username and/or first and last name displayed. Click on the "Edit" link that is associated with the "From Your Google Profile" option in order to customise the Google profile, which will be his identity containing public information about him that people will see online.
 - d. Under the "Activities you will share on your channel" heading, one will see four options, labelled "Like a video", "Comment on a video", "Favourite a video", and "Subscribe to a channel". Add a checkmark to the checkbox that is associated with each activity.
 - e. Click on the "OK, I am ready to Continue" button. A YouTube channel has now been created. The next step is to start populating the channel by uploading videos to it.

Que 2.32. Explain the feature of YouTube.**Answer**

Features of YouTube are :

1. **Subscriber notifications :**

- a. Content creators can use the new subscription notification feature to let their subscriber to know about a new video uploaded by them.

2. New types of cards :

- a. The new types of cards will make it possible to promote other content, sell merchandise, raise funds and more.
- b. The first card is the channel card, which will let us link the videos we create to other channels so we can share them with people we collaborate with.
- c. This interlinking can increase our presence by introducing our content to viewers.

3. Easier access to the subscription feed :

- a. The subscription feeds help the creators to see who is making the effort to watch the content that is being produced.
- b. The new sub feed will make it easier and faster to get to the subscriptions feed and update the YouTube mobile app.

4. A faster, more useful creator studio app :

- a. Creators will have more analytics tools to gain valuable insight for making informed decisions on how to better interact with their viewers and optimize their channels with the help of creator studio.

5. Video management on the go :

- a. Based on the request of users, content mobility management now has two new features.
- b. The first one is the ability to update custom thumbnails from our mobile device and the second one is, the option to enable or disable monetization on our videos, no matter where we happen to be.

6. 360-degree videos :

- a. New video capturing devices such as GoPro and drone based recording means a 360-degree can add a new dimension to the content we view.
- b. 360-degree feature helps the viewer to watch everything that is taking place at a particular location.

Que 2.33. Share the key steps towards establishing a prominent brand presence for the Instagram platform.

OR

Discuss the key activities across three marketing stages.

Answer

Key activities across three marketing stages are :

i. **Initiate :** Instagram, is an app-based platform. Key steps towards establishing a prominent brand presence on Instagram include :

1. **Setting up an Instagram account :**

- i. A newcomer on Instagram can either open an account with basic E-mail details or through Facebook credentials.

- ii. For business it is important to pick-up a username which is either related to the brand name or is quite close to it, for maximum recall.

2. Creating the brand profile :

- i. Post username selection, brands need to develop their profile by first adding the profile pic.
- ii. The profile pic should be prominent which represents the essence of the brand and could be different from the logo too.

3. Developing content :

- i. Developing the right content strategy is crucial for a platform like Instagram where performance is highly dependent on engaging.
- ii. **Engage** : Once a basic presence is established, brands can utilize multiple Instagram options to generate influence both through organic engagement and advertisements.
 - 1. **Instagram engagement** : Instagram provides features across content development, tagging, publishing to engage audience effectively. Key pointers include :
 - a. **Increasing content discoverability** : Brands should focus on integrating content with relevant hashtags, captions, geolocations for engagement.
 - b. **Following industry accounts/influencers** : Brands should follow, comment, like and posts of other top accounts including brand's partners, advocates and influential community members.
 - c. **Engaging with community** : Running promotions/contests/events is the way to generate engagement if executed well. At Instagram, brands can also explore and host an interesting feature 'Instagram takeovers' wherein a brand takes over someone else's Instagram account temporarily to share content with their audience.
 - d. **Focusing on customer support** : Brands should have a cogent plan in place to support customer queries, respond to negative comments, follow-up on potential sales leads.
 - e. **Linking Instagram to Facebook page** : Linking Instagram accounts and transposing posts across platforms might be a good ploy for some brands but marketers must execute caution on the value it provides.
 - 2. **Instagram advertising** : Instagram ads support diverse brand objectives in line with Facebook advertisements. Key ad formats include :

- a. **Photo advertisements** : Since photographs are main stay to Instagram, these are the most basic form of available advertisements.
- b. **Video advertisements** : Instagram video ads up to 60 seconds long can be shared in landscape or square format.
- c. **Carousel advertisements** : It involves advertisements where multiple ads or videos can be seen in a single ad.
- d. **Stories advertisements** : These ads emerge in between the stories of accounts a visitor follows.

- iii. **Measure** : Instagram metrics can be varied for each brand and across each marketer. Marketers need to be clear which metrics they would like to track across the funnel for specific audience types. CoSchedule buckets Instagram metrics across the following categories :

- 1. **Engagement analytics** : Key metrics include comments, saves, Engagement, website clicks, to followers, among others.
- 2. **Audience growth analytics** : Key metrics include followers, likes, impressions, reach, top Post Active Hours, Active Days, among others.
- 3. **Analytics on team culture** : Key metrics include story impressions, profile views, location, comments, top followers.

Que 2.34. What are the other content sharing platforms apart from YouTube and Instagram ? Discuss.

Answer

Content sharing platforms are :

1. **Pinterest** :
 - i. Platforms like Pinterest are unique not only in their concept and execution but also specificity of target audience.
 - ii. Pinterest is an infographic-based visual discovery platform where users can upload, save, sort and manage images known as pins and other media content (for example, videos) through collections known as Pinboards.
 - iii. Pinterest allows companies to create pages which serve as a virtual storefront to promote their business online.
 - iv. Pinterest is a stable set of advertising options including image pins, video pins and one-tap pins.
2. **Snapchat** :
 - i. Snapchat has differentiated its platform and features to move from just peer-to-peer photo sharing to one of the most visually immersive and live-stories based platform which is based on short-time frame disappearing content.

- ii. Unique features include its cutting-edge quirky content, privacy options for content sharing and stronger showcase of top brands/publishers.

3. Slideshare :

- i. SlideShare is B2B content-sharing social media platforms.
- ii. SlideShare due to its popularity was acquired by LinkedIn. The core of LinkedIn is its slide-hosting service wherein businesses can share depth content for brand awareness and depth-content interactions with other business and customers.
- iii. The platform also supports PDFs, videos and webinars apart from PPTs (PowerPoint Presentations).
- iv. SlideShare used to offer two key business offerings by the name AdShare and LeadShare. With LeadShare, companies could upload their marketing material and SlideShare would get a cut for each generated lead. AdShare was used to promote business presentations throughout the website.
- v. LinkedIn launched slideshow ads, called SlideShare Content Ads, which appear as a sponsored presentation.
- vi. Users have the option to click through it within the advertisement or can expand it into a full-page view.

Que 2.35. Explain methodology on advertising on Instagram.

Answer

Methodology on advertising on Instagram :

1. **Create a business page and profile :**
 - i. The marketer must have a Facebook page to run ads.
 - ii. He/she should also create a free business profile on Instagram.
 - iii. If there is not one yet, create a page.
2. **Set up the ad :**
 - i. Select the ad objective, target audience and ad format within ads manager.
 - ii. Select a post that has already been shared on instagram and tap promote.
 - iii. It is recommended to let Instagram automatically create an audience of people similar to the existing followers.
3. **Determine budget :** The marketer has to decide as to how long the ads will run for and what budget he/she is comfortable with spending.

4. Publish :

- i. Now that the ads are ready to go, click Publish.
- ii. The marketer will receive a notification as to when the ads have been approved and are ready to run.



3

UNIT

Acquiring and Engaging users through Digital Channels

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Acquiring & Engaging users through Digital Channel

PART-1

*Acquiring and Engaging users through Digital Channels :
Understanding Relationship between Content
and Branding and its Impact on Sales.*

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 3.1. Explain digital marketing channels in details.

OR

What are today's leading digital channels ? Explain with their advantages and disadvantages.

Answer

Digital marketing channels are :

- i. **Organic traffic :** The organic digital marketing channel includes all website traffic that comes from search engines such as Google, Bing, Yahoo, etc.

Advantages :

1. It is free. We do not have to spend a single dime to get traffic.
2. Visitors trust it because the results are more relevant to them.
3. Rankings achieved through organic marketing are sustainable for longer.
4. It increases brand awareness because the visitor is looking for information and reviews.
5. Traffic coming through search rankings has a higher click through rate.

Disadvantages :

1. Attaining organic traffic is a long process that can go for a few months.
2. We will have to keep producing content and optimizing it in the beginning to get noticed by search engines.
3. It is too competitive. Every company in the world is trying to target a single keyword. Therefore, only the best ones get to reach the top.
4. There is no guarantee that our website will rank higher on search engines.
5. We will have to endure a large upfront cost.

ii. E-mail traffic :

- a. The E-mail digital marketing channel includes all website traffic that comes from E-mail messages.
- b. The E-mail messages can be a part of :
 - i. Promotional E-mail campaigns (for example : Christmas Sale)
 - ii. Triggered E-mail campaigns (for example : shopping cart abandonment E-mails)
 - iii. Transactional E-mail campaigns (for example : order confirmation E-mail)
- c. In order to drive traffic from E-mail, we will need to grow our E-mail list.

Advantages :

1. E-mail marketing is affordable.
2. It takes time to reach large amounts of people.
3. E-mail marketing is helpful for tracking and measurement.

Disadvantages :

1. If the people in a target audience are already overwhelmed with commercial E-mails, they may mark marketer's E-mail as spam or delete it without opening it.
2. Even if the marketer has millions of E-mail addresses on his/her mailing list, if they do not belong to the people most likely to become customers, then the E-mail marketing campaign would not be very successful.
3. E-mail marketing can restrict the creativeness of an ad or even a campaign if it relies on E-mail ads.

iii. Paid search traffic :

- a. The paid search digital marketing channel includes all website traffic that comes from paid ads on search engines.
- b. It may also refer to as Search Engine Marketing (SEM) or Pay-Per-Click (PPC).
- c. Search engine campaigns can be launched on the following networks :
 - i. Google Adwords
 - ii. Bing Ads
- d. Online store looking to drive traffic from search engine marketing should focus on launching their Google Shopping campaigns or Bing Product Ads since those types of ads produce the best return on investment for e-Commerce.

Advantages :

1. It can generate traffic, leads, and even prompt conversions almost instantly.

2. Precise targeting of ads based on niche, demographics, geography, and time.
3. Measurable ROI.
4. Full control of audience and ad budget.
5. It helps new ecommerce stores to gain exposure and make sales.
6. It can control how much to spend on each campaign per day.

Disadvantages :

1. Fewer clicks than organic because people do not trust paid ads as much as they trust organic.
2. Listings are temporary and can disappear as soon as the budget runs out.
3. Intense competition can lead to higher price bids for keywords.
4. Managing paid campaigns requires plenty of time and expertise.
5. Most of the users use ad blockers so they do not see the ads.

iv. Content marketing traffic :

- a. The content marketing channel includes all website traffic that comes from our blog, videos and digital downloads such as buying guides.
- b. Content marketing can also be referred to as inbound marketing, a term used by Hubspot.
- c. Creating content that provides value or entertainment can help e-commerce business drive traffic to their online stores since this content will be picked up by search engines or shared on social media.

Advantages :

1. Content marketing create an impact with messaging that is non-obtrusive, consistent and valuable.
2. It creates traffic through a strong desire to consume quality content which has strong production values.

Disadvantages :

1. It is a long-term strategy that can take three to nine months to starts bringing in a steady stream of traffic and revenue.

v. Social media traffic :

- a. The social media digital marketing channel includes all website traffic that comes from social media networks such as Facebook, Instagram, Pinterest, Twitter, Snapchat and more.
- b. Traffic from social media can be free organic traffic or paid advertisements.

Advantages :

1. It a powerful platform for building a closer affinity with customers and brand loyalty.
2. Posting messages everyday can develop people's perception of the brand's personality very quickly through writing style and tone of voice.

3. Marketers can ask questions and run polls to gain valuable insight on how they can improve their products and services.

Disadvantages :

1. Social media is a long haul strategy. It could be months, or even years, before one starts seeing it translating into increased customer loyalty and sales.
2. If the marketer has more than one person posting messages on social media sites then this can lead to a mish mash of phraseology and tone.
3. If the marketers use social media, there is a risk of public backlash and damage to brand's reputation.

vi. Affiliates traffic :

- a. The affiliate digital marketing channel includes all website traffic that comes from affiliate partners in exchange for a commission on all completed orders.
- b. We can launch our affiliate program on popular networks such as:
 - i. CJ.com
 - ii. ShareASale.com
 - iii. Rakuten Linkshare
- c. We can build relationship with cash back website such as eBates, coupon sites such as Retailmenot.com, deal sites like Slickdeals.net, bloggers and online influencers.

Advantages :

1. Affiliates marketing is crucial to help brands leverage the strong influence which other sites have developed with a specific target audience to utilize the sites delivery vehicle and impact each part of the marketing funnel, be it information dissemination, brand engagement, or driving traffic to brand site for purchase.

Disadvantages :

1. We can not establish our customer base.
2. No guarantee of revenue.

vii. Direct traffic :

- a. The direct channel includes all website traffic that comes direct to our website with no referring website.
- b. People usually either type our website url directly in their web browser or access their bookmarks.
- c. Direct traffic allows us to also measure some of our offline marketing efforts such as radio, TV or events.

Advantages : Direct marketing develop a direct contact with consumers and respond to their queries in time to maintain brand trust and conclude a potential sale or transaction.

Disadvantages :

1. It is intrusive.
2. It has environmental impact.

Que 3.2. Why do we choose a digital marketing channel ?

Answer

We choose a digital marketing channel due to following reasons :

1. Brand awareness :

- a. Companies choose digital marketing channel for creating brand awareness.
- b. This includes greater company or product name recall as well as familiarity with our business, brand, products and services.

2. Sales generation :

- a. Most businesses market their brands, products and services to generate sales through online channels.
- b. More people are getting comfortable with the concept of e-commerce and are now more open to the idea of purchasing products through online means.

3. Lead generation :

- a. Many businesses make use of digital marketing mainly to generate leads and connect with potential customers.
- b. Generating leads for them is just the first step and they will follow through by communicating directly and engaging with these leads.

4. Educate potential customers :

- a. Businesses involve new products and services that are very promising in their potential but still does not have an established market segment that are familiar or even knows that the product is already existing.
- b. Digital marketers in this segment should go for educating their targeted customers first, particularly in making them realize the importance of the products/services and the problems that they can resolve.

5. Generate traffic :

- a. Many websites do not really have something to sell and may in fact giving away information and other materials for free.
- b. Many of these sites however are publishers of online contextual and display advertising as a way of monetizing their sites.
- c. In order to generate revenue from these ads, websites will need a considerable amount of raw traffic that will click on these ads.

- d. Digital marketing channels appropriate for generating traffic include SEO and content marketing.

Que 3.3. Write short note on branding.

Answer

1. A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image.
2. Branding is when that idea or image is marketed so that it is recognizable by more people, and identified with a certain service or product when there are many other companies offering the same service or product.
3. Advertising professionals work on branding not only to build brand recognition, but also to build good reputations and a set of standards to which the company should strive to maintain or surpass.
4. Branding is an important part of Internet commerce, as branding allows companies to build their reputations as well as expand beyond the original product and service, and add to the revenue generated by the original brand.
5. When working on branding, or building a brand, companies that are using web pages and search engine optimization have a few details to work out before being able to build a successful brand.
6. Coordinating domain names and brand names are an important part of finding and keeping visitors and clients, as well as branding a new company.
7. Coordination of a domain name and brand names lends identification to the idea or image of a specific product or service, which in turn lets visitors easily discover the new brand.

PART-2

Search Engine Marketing, Mobile Marketing, Video Marketing and Social Media Marketing.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 3.4. What is search engine marketing ?

Answer

1. Search Engine Marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in Search Engine Results Pages (SERPs) primarily through paid advertising.
2. SEM may incorporate Search Engine Optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance Pay-Per-Click (PPC) listings.
3. Search engine marketing is a way to create and edit a website so that search engines rank it higher than other pages.
4. It should be also focused on keyword marketing or Pay-Per-Click advertising (PPC).
5. The technology enables advertisers to bid on specific keywords or phrases and ensures ads appear with the results of search engines.

Que 3.5. What are the steps involved in search engine marketing ?

Answer

Steps involved in search engine marketing :

i. **Define an effective search marketing strategy :**

1. We should define the target audience and identify their needs and motivations.
2. We should also know how the particular product or service could be best to serve the needs.
3. We should review the market position of the business and identify the competitors.
4. Also, identify important goals and benchmarks such as search ranking, website traffic, sales, and other important ROI metrics.

ii. **Select right keywords for the SEM campaign :**

1. Select the relevant keyword phrases.
2. We should conduct brainstorm sessions to know the popular terms that the audiences use while searching for the kind of product and services that we offer.
3. We should constantly interact with the best customer, sales and customer service teams to find out the frequently used phrases.
4. We can also use keyword research tools for compiling a list of highly searched keyword terms.

iii. **Optimize the content of the website :**

1. To optimize the site content for SERPs, it is important to focus on the site structure and should make it simple and search engine friendly.

2. Every marketer needs to understand that search engines look for the underlying code of sites while visiting the website.
3. We should always go for precise, crisp, interesting, clear, and correct content that can engage the users.
4. It is very important to use relevant keyword phrases in pages title tags, directory names, heading tags, file names, meta tags, and alt tags.
5. We must pay heed upon the Meta description, which is shown in the search results below the link and offer a great opportunity to draw in visitors to the website.

iv. Submit the site for indexing :

1. Submitting the site for indexing helps the site to be visible online to the customers.
2. All the site pages should get indexed by the search engines. To quicken the process, we can submit site to DMOZ.org which is an open directory project.
3. Websites that are accepted by DMOZ get easy approval from other search engines.

v. Add quality links to the website :

1. Marketers have to build links to their site from valued links of other sites that the targeted visitors frequently visit.
2. Having quality inbound links is directly proportional to the popularity of the site in the eyes of search engines.
3. It is also important to create site content that is link-worthy, so, create engaging and informative content on the site.
4. We should also try to get links from business partners, trade associations, vendors and customers.

vi. Manage paid search advertise to optimize the SEM practices :

1. It is one of the integral part of search marketing.
2. We should bid on the most relevant keywords to make sure that the products are interesting for the potential customers.
3. To run a PPC campaign, we need to pay heed upon the following checklist :
 - a. Budget per month
 - b. Budget per day
 - c. Scope of geotargeting
 - d. List of keywords

vii. Measure success of advertising campaigns :

1. To measure the success of your SEM campaign, we need to gauge CPC, Clicks, CPR, Impressions, Bounce rate, ROI, etc.
2. We should use Web Analytics for monitoring progress and problems of Search Engine Marketing Strategies.
3. We should always monitor the position in SERPs and plan strategies for improving the search results.

Que 3.6. Write short note on mobile marketing.

Answer

1. Mobile marketing is a multi-channel online marketing technique focused at reaching a specific audience on their smartphones, feature phones or any other related device through websites or mobile applications.
2. Mobile marketing provides customers or potential customers using smartphones with personalized, time and location sensitive information so that they can get what they need exactly when they need it, even if they are on the go.
3. Mobile marketing consists of ads that appear on mobile smartphones, tablets, or other mobile devices.
4. Mobile marketing ad formats, customization, and styles can vary, as many social media platforms, websites, and mobile apps offer their own unique and tailored mobile ad options.

Que 3.7. What are the types of mobile marketing ?

Answer

Types of mobile marketing are :

1. **App-based marketing :**
 - a. This is mobile advertising involving mobile apps.
 - b. While 80 % of mobile time is spent engaged with apps, we do not have to create an app ourselves to get in on the action.
 - c. Services like Google AdMob help advertisers create mobile ads that appear within third-party mobile apps.
 - d. Facebook allows advertisers to create ads that are integrated into Facebook's mobile app.
 - e. Facebook's mobile promoted post ads integrate so seamlessly with Facebook's news feed that users often do not realize they are looking at ads.
2. **In-game mobile marketing :**
 - a. In-game mobile marketing refers to mobile ads that appear within mobile games.

- b. In-game ads can appear as banner pop-ups, full-page image ads or even video ads that appear between loading screens.
- 3. **QR codes :**
 - a. QR codes are scanned by users, who are then taken to a specific webpage that the QR code is attached to.
 - b. QR codes are often aligned with mobile gamification and have an element of mystery to them, since users who scan them do not always know this.
- 4. **Location-based marketing :**
 - a. Location-based mobile ads are ads that appear on mobile devices based upon a user's location relative to a specific area or business.
 - b. For example, some advertisers may only want their mobile ads to appear when users are within a 1-mile radius of their business.
- 5. **Mobile search ads :** These are basic Google search ads built for mobile, often featuring extra add-on extensions like click-to-call or maps.
- 6. **Mobile image ads :** Image-based ads designed to appear on mobile devices.
- 7. **SMS :** SMS marketing involves capturing a user's phone number and sending them text offers.

Que 3.8. What is the importance of mobile marketing ?

Answer

Importance of mobile marketing :

1. **Availability of quick services anytime :**
 - a. People want good, easy and quick services.
 - b. They are looking for a service provider which can fulfill their requirements anytime, anywhere, and can be easily reached.
 - c. A company can contact a user via mobile marketing techniques.
 - d. A customer can also send feedback easily.
2. **Mobile has become an undetachable part of life :**
 - a. Mobile is a necessary part of daily life.
 - b. It can be easily carried anywhere and that's why becomes a favorite device for e-shopping in leisure time.
3. **Mobile is not only used for e-shopping but also used in physical store :**
 - a. A physical store also uses mobile services for providing services and advertising.
 - b. Many stores save our number to notify us about special products and discounts offers.

Digitally signed by [REDACTED]

4. **SMS marketing :**
 - a. SMS and MMS marketing bring a tremendous change in marketing.
 - b. Users are getting offers and discounts or get notified for sale via SMS or MMS.
5. **Mobile search index becomes primary contents for ranking :**
 - a. Google is going to make search index based on mobile search ranking rather than desktop search ranking.
 - b. So the website search ranking is based on mobile searching rather than desktop searching.
6. **Importance of mobile advertisement :** Advertising on mobile sites or directly to mobile seems more effective in marketing.

Que 3.9. How can we make mobile marketing effective ?

Answer

Following are the steps that make mobile marketing effective :

1. **Define objectives for mobile marketing :**
 - i. It begins with a goal, an objective.
 - ii. To capture leads from mobile audience.
 - iii. To run a mobile ad campaign.
 - iv. Plan to send coupons to the target audience via text to increase sales in certain geographical locations.
 - v. Keep the goals realistic yet challenging.
2. **Define mobile target audience and market :**
 - i. The target market and target audience for the mobile marketing campaign can be same or totally different from the business's target audience.
3. **Go mobile :**
 - i. Make the website mobile responsive.
 - ii. Because when we reach to the target audience via mobile, they are most likely to visit the website before taking any action. Not having a website optimized for mobile means we are wasting the money and losing customers.
 - iii. We may even annoy our audience. A mobile responsive website is not necessary for the mobile strategy, but it has several benefits such as improvement in organic search rankings, reduction in load time, better user engagement, etc.
4. **Integrate :**
 - i. Finally, integrate the business activities with the mobile strategy so the customers get what they expect.

- ii. Some 44% of millennial want their favorite brands to maintain a human interaction with them on mobile while another 39% want their brands to have an active social media presence.

Que 3.10. What are the different strategies of mobile marketing?

Answer

Mobile marketing strategies :

1. SMS marketing :

- i. It is true that a SMS is checked by a user in less time.
- ii. So, SMS is a perfect way to contact a customer for their requirement and for advertisement.

2. MMS marketing :

- i. Text, video, audio, and image slideshow can be delivered via MMS to users for advertising business or products.
- ii. Mobile marketing helps to understand nature of the customer. We can verify about service requirements of a user and we can help them via MMS.

3. Push notification :

- i. It is a flash text to notify users to advertise products and services.
- ii. It is easily visible to user instead of SMS.

4. App-based marketing :

- i. Mobile platform based app of an e-commerce website can be effectively used in a business promotion.
- ii. We just have to maintain search ranking of app in a store to make it visible.

5. In-game mobile marketing :

- i. Marketers used to provide promoting messages within games. This is called mobile advergaming or ad-funded mobile game.

6. QR codes :

- i. QR code is an alternative of URL typing.
- ii. We can go to a page by scanning a 2D image instead of typing a URL.

7. Bluetooth :

- i. Some marketers use hotspot to deliver content marketing. It is a permission based and a radio-based technology and free of cost.
- ii. It is an effective way of advertising products.
- iii. It works on fact that whenever a customer will comes in range with activated Bluetooth, starts getting notification and ads.

8. Proximity service :

- i. Proximity systems or marketing based on GSM also called SMS-CB (Short Message Service-Cell Broadcast).
- ii. This help in broadcast of messages to all users in a specific geographical area.

9. Location-based service :

- i. Location-based services are conducted through cell phone networks.
- ii. It is used to send advertise or other messages to user based on location.

10. Voice mail :

- i. Marketers can send a voice SMS or a prerecorded message without making any ring for advertising their business.

Que 3.11. What are the steps that marketer needs to take in order to execute a mobile marketing strategy.

Answer

Steps that marketer needs to take in order to execute a mobile marketing strategy :

Step 1 : Have a clear understanding of who our target audience is :

- a. It is important to clearly identify both demographic and psychographic (attitudes, interests and behaviors), to develop key messages and to identify the best communication channels to reach them.

Step 2 : Pick our channels :

- a. It is better to concentrate on the more effective channels than trying to be everywhere all the time.

Step 3 : Have a consistent look :

- a. Make sure our visual identity is consistent.
- b. It entails having a common overarching design (look and feel), style of photography and graphics, consistent logo treatment, common colors and fonts.
- c. Everything should look as if it came from the same company. A person reading an e-newsletter or brochure should see an immediate visual connection when visiting the website.

Step 4 : Create clear, consistent content that can easily be repurposed to suit different media or channels :

- a. Because it can take more than five impressions for an individual to recognize a brand or specific marketing message, follow the three Cs i.e., create, clear, consistent for marketing messages.

Step 5 : Ensure that our messaging is integrated :

- Make sure each element of our marketing campaign is set up to drive traffic to our ultimate target, whether our target is a website (for purchases, reservations, email newsletter subscriptions etc.) or a social network like Facebook or Twitter.

Step 6 : Make sure our marketing teams/agencies are working in sync :

- If you have multiple members of a team working on disparate projects within the same integrated marketing campaign, facilitate team meetings to ensure all members are on the same page, the message behind the campaign is consistent and to manage company brand standards across the campaign.

Step 7 : Do not forget to track our campaigns and coupons :

- The most important aspect of any campaign, and most especially integrated campaigns, is putting the proper analytics and attribution methods in place to understand how we are achieving conversions and results.

Que 3.12. Explain video marketing.**Answer**

- Video marketing is a type of marketing in which we use videos to promote and market our product or service, increase engagement on our digital and social channels, educate our consumers and customers, and reach the audience with a new medium.
- It can increase our search engine ranking, click-through rates, open rates and conversions.
- YouTube is the second largest search engine (second to Google). YouTube is owned by Google.

Que 3.13. What are the benefits of video marketing ?**Answer**

Benefits of video marketing are :

- Video helps us to connect with our audience :**
 - Video is the bridge that links what we say to who we really are, allowing customers to know our brand.
- Video is an SEO gold mine :**
 - It helps in building backlinks to our site, boosting likes and shares (which can effect search rankings), and driving traffic to our site.
- Videos boost information retention :**
 - If our customers only hear something, they are likely to retain about 10 % of that information.

- But the customer's hear is accompanied by relevant imagery, they will retain an average 65% of that information.

Que 3.14. How to develop video marketing strategy ?**Answer**

To develop video marketing strategy :

- Allocate resources :**
 - To designate some budget for video - at the least, decent equipment, good editing software, and a video marketing guru (or, team), as well as time to create it.
- Tell the stories :** Story telling has never been as important as it is in video, so get brainstorming. What stories do you want to tell? How will you tell them?
- Engage :**
 - It is not enough to simply tell the stories, we must engage it is audience, make the stories interesting that will hook the audience.
- Keep it short :**
 - Do no set length for marketing videos (although there are recommendations), but the general rule is that shorter is better. Be ruthless with the editing.
 - Cut out everything extraneous. Attention spans are short, so make the best.
- Publish :**
 - Publish our videos far and wide, embedded in the website, uploaded to Google-owned YouTube, and on all the social media channels. Then, promote.
- Analyze :** Track metrics to determine which videos do the best.

Que 3.15. Discuss the different types of marketing videos ?**Answer**

Types of marketing videos :

- Demo videos :** Demo videos showcase how the product works, whether that is taking viewers on a tour of the software and how it can be used or unboxing and putting a physical product to the test.
- Brand videos :**
 - Brand videos are created as a part of a larger advertising campaign, showcasing the company's high-level vision, mission, or products and services.
 - The goal of brand videos is to build awareness around the company and to intrigue and attract target audience.

3. **Event videos :** If business hosting a conference, round table discussion, fundraiser, or another type of event, produce a highlight reel or release interesting interviews and presentations from the gathering.
4. **Expert interviews :**
 - i. Capturing interviews with internal experts or thought leaders in industry is a great way to build trust and authority with target audience.
 - ii. Find the influencers in our industry, whether they share the point-of-view or not to get these discussions in front of audience.
5. **Instructional videos :**
 - i. Instructional videos can be used to teach audience something new or build the foundational knowledge they will need to better understand the business and solutions.
 - ii. These videos can also be used by sales and service teams as they work with customers.
6. **Explainer videos :**
 - i. This type of video is used to help the audience better understand why they need the product or service.
 - ii. Many explainer videos focus on a fictional journey of the company's core buyer persona who is struggling with a problem. This person overcomes the issue by adopting or buying the business's solution.
7. **Animated videos :**
 - i. Animated videos can be a great format for hard-to-grasp concepts that need strong visuals or to explain an abstract service or product.
 - ii. For example, we created the following video to promote a key (intangible) theme from the 2017 State of Inbound report.

Que 3.16. Explain social media marketing.**Answer**

Refer Q. 2.4, Page 2-4J, Unit-2.

PART-3

Market Gamification, Online Campaign Management, Using Marketing Analytic Tools to Segment, Target and Position, Overview of Search Engine Optimization (SEO).

Questions-Answers**Long Answer Type and Medium Answer Type Questions****Que 3.17.** Discuss market gamification. What are gamification benefit marketing ?**Answer**

1. Gamification is emerging as a marketing trend and it vital for marketing to address the analysis of games used in gamification in terms of their structure and mechanism and their subsequent transference to the area of marketing activities.
2. Gamification is the application of structure and mechanics of games (points, rewards, levels, challenges, and trophies) to the real world in order to boost the engagement of users change their behaviour and solve problems of various kinds.

Gamification benefit marketing : Companies need to understand how to add games and games mechanics to their marketing mix, to use games to influence behaviour and reach business goals and use game based marketing to boost revenues such as :

1. To play a game user (potential consumers) have to login first. This helps companies to build a database of potential clients by collecting the E-mail ids of players.
2. Games allow companies to attract fans in social media by constituting an important element of competition.
3. Games allow education and integration of members of group or branch.
4. Games can provide consumers with a positive fun filled and entertaining experience.
5. Games permit companies to simulate real life situations that customers identify with easily in such a way that target group gets more engaged.

Que 3.18. What shifts in the marketplace have paved a way for gamification as a marketing tool ?**Answer**

1. Gamification has become a popular strategy to reach consumers online and through connected mobile devices.
2. Gaming techniques such as competition, ranking lists, scoring systems, and incentives-are used to attract customers with the overarching goal of building brand loyalty, creating connections, and giving customers a reason to keep returning to the brand and purchase products and services.
3. The central objective of gamification as a marketing tool is to boost sales and increase profit.
4. Customer-oriented games have benefits that motivate companies closer to reaching their objectives.

5. They aid in collecting customer data, increasing engagement, boosting the company brand and promoting repeat business.

Que 3.19. Discuss segmentation, targeting, positioning (STP) model in marketing ?

Answer

Follow the steps to apply the STP Model in the organization :

Step 1 : Segment your market :

1. We need to use market segmentation to divide the customers into groups of people with common characteristics and needs.
2. This allows us to tailor the approach to meet each group's needs cost-effectively, and this gives a huge advantage over competitors who use a "one size fits all" approach.
3. There are many different ways to segment the target markets. These are the following approaches :
 - i. **Demographic** : By personal attributes such as age, marital status, gender, ethnicity, sexuality, education, or occupation.
 - ii. **Geographic** : By country, region, state, city, or neighborhood.
 - iii. **Psychographic** : By personality, risk aversion, values, or lifestyle.
 - iv. **Behavioral** : By usage of the product, loyalty, or the benefits the customers are looking for.

Step 2 : Target the best customers :

In this step, decide which segments to target by finding the most attractive ones. There are several factors to consider such as :

1. First, look at the profitability of each segment such as which customer groups contribute most to the bottom line.
2. Analyze the size and potential growth of each customer group.

Step 3 : Position the offering :

1. In this last step, our goal is to identify how we want to position the product to target the most valuable customer segments. Then, select the marketing mix that will be most effective for each of them.
2. First, consider why customers should purchase the product rather than those of the competitors. Do this by identifying the unique selling proposition, and draw a positioning map to understand how each segment perceives the product, brand or service. This will help us determine how best to position our offering.
3. Next, look at the wants and needs of each segment, or the problem that the product solves for these people. Create a value proposition that clearly explains how the offering will meet this requirement better than any of the competitors products, and then develop a marketing campaign

that presents this value proposition in a way that the audience will appreciate.

Que 3.20. Briefly discuss the potential of mobile gaming and Apps in online advertising.

Answer

1. Unique promotional opportunities :

- a. Promotional opportunities are endless with gamification.
- b. Whether it is pairing with new products, highlighting old products, or encouraging purchases through discounts and sales, gamification has the potential to increase brand awareness.

2. Continuous interaction :

- a. Gamification offers the same rewards and exposure without the constant publishing.
- b. By giving users a game to play while engaging their brand, marketers provoke continuous interaction.

3. Useful feedback :

- a. Through a well optimised gamification process marketers can obtain important information about users, find what their preferences are and what type of contents they are looking for.
- b. If marketers have this information available, it will be easier to adjust their activities to benefit the business.

4. Introducing new things/ideas :

- a. People are usually resistant to new ideas and concepts, especially if the current setup is doing fine.
- b. So, adding a gamification element to it can help people embrace the idea and even get them to go beyond their designated workload.

Que 3.21. Explain marketing campaign with stages.

Answer

Following are the stages involved in market campaign :

1. Campaign plan :

- a. The first stage of campaign development involves planning separately for each chosen digital marketing channel.
- b. It starts with developing campaign objectives which include a high-level brief of the product, target segment types, campaign message, overall flight dates (run-time), and the desired tangible output in terms of response rates, website visits/leads, or conversions.

2 Campaign budget :

- a. The second stage includes all activities leading to development of the budget for each kind of campaign and channel, based upon specific product needs and overall digital marketing budget.
- b. Discussions should also happen well in advance on the bid/quote strategy which firms would want to adopt to make sure they win against competitors and to place their ads on top inventory at prime locations where chance of viewership and conversions are the highest.

3 Campaign set-up :

- a. This is the stage where actual operations work begins, first developing a campaign calendar and getting it approved internally before sharing it with the execution teams for implementation.
- b. The next step involves building and integrating targets lists which are a combination of present leads, existing customers, and third-party lists.
- c. Marketers need to plan and strategize the type of communication and messaging/creative tactics they would deploy for each specific channel campaign.

4 Campaign launch :

- a. It refers to all activities towards launching the campaign across multiple channels and the campaign go-live parameters that need to be determined like bidding, geography, targeting, networks, advanced settings, etc., for effective campaign results.
- b. This stage also includes all manual activities related to campaign management (for example, keyword management and analysis for search marketing, trafficking and QA (Quality Assurance) for display marketing, etc.)

5 Campaign monitor :

- a. Extensive metrics need to be developed and put in place so that all captured data can be effectively analyzed and monitored.
- b. In-house or external third-party tools can be used to build reports and run dashboards which once populated with campaign data are able to monitor progress and measure ROI at regular intervals.

6 Campaign fine-tune :

- a. It involves investigating the 'whys' and the 'hows' to make each campaign successful.
- b. Campaign responses are studied, campaign variances analyzed, and accordingly, campaigns are optimized based on multiple techniques.

Campaign reconciliation :

7. a. When each campaign is executed, marketers conduct post-campaign activities to measure success and check if various channel managers have been able to deliver impressions, clicks, and leads, as promised and negotiated earlier.
- b. For discrepancies (where output does not match intended ROI), make-goods (extending campaign beyond flight-dates or giving free inventory/placements) need to be delivered or discounts need to be given against the final payment amount.
- c. All these activities form a part of 'billing and invoicing' for the campaign.

Que 3.22. What are the key activities included in campaign planning ?

Answer

Key activities included in campaign planning are :

1. Campaign objectives :

- i. The key campaign objective for any firm is to generate leads who could then be further converted to customers to execute a sales transaction.
- ii. The company needs to develop different sets of strategies and objectives for each of its campaigns depending on their specific needs and the type of channels which would best help to accomplish those needs.
- iii. Once the channels are chosen, firms should develop specific goals for each campaign to achieve desired actions and ensure that each channel supports the other across the marketing life cycle.

2. Target market :

- i. For running any campaign it is crucial that its 'Target Market' has already been clearly identified and target personas created to help execution teams to develop the right kind of message/creative without wasting spend or impressions on non-targeted audience.
- ii. It is also important that the goals set above are representative of the nature of target market, and, are achievable.

3. Determining flight dates :

- i. The third key activity involves deciding on flight dates (campaign run dates) as this would finally determine the impact which needs to be generated through the campaign and targets that need to be achieved at regular intervals to ensure that the campaign is successful.

4. Target output :

- i. It is important to decide the kind of output that is expected from the campaign and what needs to be measured to interpret its success.

- ii. In case of a branding campaign, it might suffice that the population base of a specific segment is reached, while in the case of a conversion-led campaign, final sales figures are crucial.
 - iii. Also, specific set of metrics, data-capturing techniques and dashboards need to be created to analyze conversions and measure ROI.
- 5. Resource identification :**
- i. After all the campaign details have been resolved, firms need to look at how they would want to get campaigns delivered-through an agency, in-house, outsourced, etc., and what kind of resources need to be deployed to ensure that campaigns run smoothly and maintain the expected quality and effectiveness.
 - ii. There need to be a process defined and approved for resources and targets set for their regular performance.

Que 3.23. What are the key activities included in campaign budgets ?

Answer

Key activities involved in campaign budgets are :

1. Deciding on spend :
 - a. Spends on digital campaigns vary between 5-15 percent of the overall marketing budgets for any firm in present times.
 - b. Firms mostly start with a round figure, for instance, Rs. 10 lakh, as the spend for digital campaigns.
 - c. It would then be up to the hired agencies or digital marketing firms to break this pie and decide how much they would like to spend on a search-based campaign.
 - d. As an example, for a display campaign, they would also need to decide on the amount appropriate to be spent for creating the initial buzz, amount to be deployed for product launch, and that to be put aside for future campaign sustenance.
 - e. All these would be the guiding forces towards setting up measurement metrics for overall campaign too.
2. Bid/Quote analysis :
 - a. Once the overall spend for each channel is decided, firms also need to do research to understand the amounts they should spend on a particular campaign.
 - b. Most of the search campaigns, for example, run on an auction model, wherein clients have to bid for specific keywords against which they would want to show their campaign.
 - c. Similarly, for executing display campaigns, firms need to know the price they should be quoting to advertise on different types of rich-

- media inventories, and which advertising technology tools would help them buy relatively inexpensive inventory with a broad reach.
- 3. Expected reach/leads/conversions :**
- a. Once the budget and bid/quote amounts have been decided, firms also need to develop an idea of the kind of reach and impact they can expect from running campaigns across different channels.
 - b. Some of the channels would be helpful in achieving impressions while others might have a cost even to acquire one visitor (specific target), convert it into a lead, and finally, ensure that he/she becomes a customer.
 - c. Marketers need to determine how much investment they would like to make to convert such specific targets and the type of ROI (in terms of sales vs. profitability figures) they expect to obtain.

Que 3.24. Discuss briefly Search Engine Optimization (SEO).

Answer

1. Search Engine Optimization (SEO) is the process of improving the ranking (visibility) of a website in search engines.
2. The higher (or more frequently) a website is displayed in a search engine list (like Google), the more visitors it is expected to receive.
3. SEO considers how search engines work, what people search for, and which search terms (words) are typed.
4. Optimizing a website involve editing the content to increase its relevance to specific keywords.
5. Promoting a site to increase the number of links, is another SEO tactic.
6. Effective search engine optimization requires changes to the HTML source code of a site and to the site content.
7. SEO tactics should be incorporated into the website development and especially into the menus and navigation structure.

Que 3.25. Why is SEO important ?

Answer

Importance of SEO :

1. **To help gain more visitors :** Majority users click on only top 4-5 web pages appeared in search results, so it is important for a website to appear in top results of a search engine.
2. **Important for social promotion of a website :** If a website appears in top results of a search engine such as Google, Bing, etc. then it gains instant popularity and to some extent trust of a user.

3. It plays an important role in improving the business of a commercial site : If two websites are selling the same product, for example both Myntra and Koovs focus on selling fashion clothing, then the site having better position in search result of a search engine has chances of getting more users as compared to the other.
4. Improving user experience : SEO does not focus only on improving search results but also on improving the user experience and usability of a website so that a website is more appealing to a user.

Que 3.26. Explain the steps involved in the working of a search engine.

Answer

Following are majority steps involved in the working of a search engine :

1. Crawling :

- a. Crawling is the process of fetching all the web pages linked to a website.
- b. This task is performed by software called a crawler or a spider (or Googlebot, in case of Google).

2. Indexing :

- a. Indexing is the process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved.
- b. The process of indexing is identifying the words and expressions that best describe the page and assigning the page to particular keywords.

3. Processing : When a search request comes, the search engine processes it, i.e., it compares the search string in the search request with the indexed pages in the database.

4. Calculating relevancy : It is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.

5. Retrieving results :

- a. The last step in search engine activities is retrieving the best matched results.
- b. It is simply displaying them in the browser.

Que 3.27. What is search engine optimization in online advertising ? What strategies and techniques should be followed for effective SEO ?

Answer

Search engine optimization : Refer Q. 3.24, Page 3-24J, Unit-3.

Strategy of SEO :

i. On-page optimization :

1. It includes all activities which can be executed on the web pages themselves for SEO.
2. On-page optimization impact parameters :
 - a. Search indexing and website navigation
 - b. Web page tag management
 - c. Quality content and keyword inclusion
 - d. Content discovery and linkages
 - e. Usability/user experience impact
3. These are parameters that typically can be controlled by coding on the page.

ii. Off-page optimization :

1. It covers activities that take place outside web pages which cannot be controlled just through web page optimization.
2. Off-page optimization impact parameters :
 - a. Link building
 - b. Social reputation
 - c. Website authority and trust
 - d. Personalization and localization

Techniques of SEO :

1. Blogs writing.
2. Unique content in our websites.
3. Analytics integration to track all our web performance.
4. Bulk E-mailing.
5. Right keywords.
6. Backlinking.

Que 3.28. Differentiate between SEO and SEM.

Answer

S. No.	SEO	SEM
1.	SEO stands for Search Engine Optimization.	SEM stands for Search Engine Marketing.
2.	It is a part of SEM.	It is used for traffic generation and is a superset of SEO.
3.	Result will take time to appear.	Immediate result.
4.	Suitable for low-budget companies.	Suitable for big-budget companies.
5.	No need to pay for website clicks.	Amount is paid for website clicks.
6.	Traffic potential is unlimited.	Traffic potential is limited depending on the budget.
7.	It is inexpensive.	It is expensive.
8.	Long-term benefits.	Short-term benefits.
9.	Example : Backlinks creation.	Example : Google Ads.

Que 3.29. Why is search engine optimization an important consideration for the company's owned media strategy.

Answer

Search engine optimization an important consideration for the company's owned media strategy for the following reasons :

- Perspective (global/regional) :** Search engine optimization ensures that individual and the company are found globally or regionally by those who require exactly what individual offer.
- Targeted traffic :** Search engine optimization campaign can increase the number of visitors for the website for the targeted keyword(s) or phrase. Search engine optimization is the only campaign which can derive targeted traffic through the website.
- Increase visibility :** Once a website has been optimized, it will increase the visibility of the website in search engines.
- High Return on Investment (RoI) :** An effective SEO campaign can bring a higher return on the investment than any other type of marketing for the company. Hence, increase the volume of sales and profit overall.
- Long-term positioning :** Once a website obtains position through a SEO campaign, it should stay there for long-term as opposed to

Pay-Per-Click (PPC). SEO is a cheaper and long-term solution than any other search engine marketing strategy.

- Cost-effective :** It is cost-effective as it requires the minimum amount of capital for the maximum exposure of the website.
- Flexibility :** One can get traffic according to the organisational strategy to meet the needs and requirements of the choice.
- Measurable results :** It is a unique quality of SEO campaigns that one can quantify the results of SEO by positioning reports of search engines, visitor conversion and the other factors of this nature.



4

UNIT

Designing Organization for Digital Success

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Designing Organization for Digital Success

PART - 1

Designing Organization for Digital Success, Digital Transformation, Digital Leadership Principles.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 4.1. Describe key components of Jay Galbraith's model used for design of digital organization for digital success.

Answer

Following are the components of the model :

- Strategy :** The organisation can be seen as a mechanism of strategy execution. When the strategy or environment changes or the company outgrows its organisation, then the organisation configuration must change and evolve to get the new work done.
- Capabilities :** These are the elements of the strategy that differentiate and are hard for competitors to copy. They represent the "organisational muscle" that is built through deliberate management attention and practice. For digital technologies, a capability might be turning customer and operational data into insights that feed the product development process.
- Structure :** As activity increases, leaders find they need to consolidate oversight of the digital work in order to afford specialists, ensure everyone is using common tools, and make sure that digital projects are coordinated where they need to be.
- Process and lateral connections :** Whenever people are grouped according to one logic, boundaries are created that make it difficult for them to interact with groups formed according to a different logic. This is not a problem if the strategy does not require a high level of interaction or collaboration across these boundaries.
- Metrics :** Metrics and rewards align individual behaviours and performance with the organisation's goals. For employees, a company's scorecard and reward system communicate what the company values more clearly than any written statement.
- People practices :** Leadership and technical staffing are critical elements of the transition that companies must manage in the transition to a digitally focused strategy and capability.

Que 4.2. Explain digital transformation. What are the objectives of digital transformation?

Answer

1. Digital transformation is the process of using digital technologies to create new or modify existing business processes, culture, and customer experiences to meet changing business and market requirements.
2. It transcends traditional roles like sales, marketing, and customer service. Instead, digital transformation begins and ends with how we think about, and engage with, customers.
3. Digital transformation helps an organization to keep pace with emerging customer demands and, if sustained, in the future.
4. Digital transformation enables an organization to better compete in an economic landscape that's constantly changes as technology evolves.
5. A digital transformation strategy is necessary for any business, non-profit or institution that seeks to survive into the future.

Supporting objectives include the following :

1. Increasing speed to market with new products and services.
2. Increasing employee productivity.
3. Increasing responsiveness to customer requests.
4. More insights into individual customers to better anticipate and personalize products and services.
5. Improved customer service, especially in providing more intuitive and more engaging customer experiences.

Que 4.3. Give an example of digital transformation. What are the benefits of digital transformation?

Answer

For example : A company that has undergone successful digital transformation is Nespresso. The maker of specialty coffee machines, an operating unit of Switzerland-based Nestle Group, deployed a cloud-based customer relationship management system, offering customers omnichannel access to shopping and customer service. They can reach the company whether they use the website, a mobile device or visit a store. A single view of each of its customers 360-degree view has enabled Nespresso to move into more markets and improve sales.

Benefits of digital transformation :

1. Higher worker productivity, a bump that often comes from increased use of automation and robotics technologies, as well as machine learning and AI.

2. Increased customer satisfaction, generally resulting from a more intense focus on understanding customer needs and deploying the technology required to meet those needs.
3. More agility, as an organization's culture and capabilities shift to support ongoing change.

Que 4.4. Describe steps involved in digital transformation.

Answer

Steps involved in digital transformation :

1. **Alignment management part of the digital organisation :** The alignment of a digital organisation is done by a digital strategy and corresponding processes. It involves :
 - i. **Strategy :** It is hard to become successful as an organisation without establishing a proper strategy.
 - ii. **Processes :** After having built a digital strategy, marketers need to ensure that they enable their organisation to act digitally. This is done by analysing the points of intersection within the value chain creating the most value for the business.
2. **Identity leadership part of the digital organisation :** Leading a digital organisation requires a strong culture and motivated people with a digital mindset. Thus, creating the right identity is crucial.
3. **Operations execution part of the digital organisation :** Last aspect that lies within marketers area of responsibility is to implement digital within the organisation. The organisation should be willing to do the right things and enable these with suitable technology and appropriate resource allocation :
 - i. **Action :** A digital organisation proactively takes actions to drive the evolution of their business model.
 - ii. **Technology :** Digital without the right technology is difficult. Setting up data analytics without having a data lake does not work. The results will neither be of any value nor will they aid with the evolution of the business.
 - iii. **Resource allocation :** Transforming the company into a digital organisation does not require acquiring completely new resources but rather reallocating existing resources appropriately.
4. **Politics external influencers of the digital organisation :** Establishing digital alignment, identity and operations are the marketers' duty. However, the organisation also relies on support by politics regarding the transition towards a digital economy to digitalise :
 - i. **E-Government :** Digital technologies can facilitate information, communication and transaction processes. Governments should, thus, introduce such tools to improve the implementation of these processes not only within public institutions but also between them and the business world.

- ii. **Education :** Governments must engage in improving the digital competencies of current employees and future workforce.

Que 4.5. Write short note on digital leadership.

Answer

1. Digital leadership means embedding digital thinking and ways of working throughout the entire organisation. It focus on making things better for users, at every level in the organisation.
2. It means fostering an open, collaborative and responsive culture.
3. It means showing boldness, empathy and humility, while working at a much faster pace than most large organisations like the civil service have been used to or are capable of.
4. The ultimate goal of digital leadership is for the leader to make sure that he/she uses digitisation as much as possible.
5. Digital technology should be worked into all solutions and organisational processes where it adds value. Leadership on this scale should be transformational.
6. The leader needs to establish a transformational purpose, to communicate it and create an environment that supports, challenges and encourages employees.
7. For transformational leadership to succeed it has to have a purpose beyond optimisation and earning a better return on investment.

Que 4.6. Discuss various principles of digital leadership in detail.

Answer

Seven core principles of digital leadership :

1. Authenticity :

- i. At the age of digitalization, 'being who we really are as a leader' is more critical than ever, as the digital footprint is omnipresent, the working life is converging with personal life.
- ii. We have to be real and true to ourself and others. This will translate and distill into believability throughout the entire organization.
- iii. We will be seen as a person / leader who can be trusted not just by the employees but also by the customers / clients.

2. Influence :

- i. Leadership is Influence.
- ii. At digital age, leaders can make and amplify influence through multiple digital channels, we not only consume the content, as a leader, we also create content to convey the vision and leadership.

- iii. To influence means to be able to help shape other people's views or opinions towards one's own views or perspectives.
- iv. The leader's influence is based on the courage to inspire, confidence to assert, wisdom to negotiate, and uniqueness to bridge via taking advantage of expanded digital platforms.

3. Empathy :

- i. Empathy is the power of understanding and imaginatively entering into another person's feelings or the intellectual identification with or vicarious experiencing of the feelings, thoughts, or attitudes of another.
- ii. Technology makes the world much smaller than ever, we are all net citizen and C (connecting) generation now, it's the leadership trait in developing the true understanding based upon related interaction with others.
- iii. It is the leadership capacity to be non-judgmental, the capacity to appreciate and communicate with respect for other people's ways, the capacity to be flexible with tolerance for ambiguity.

4. Agility :

- i. The most critical characteristic of the digital age is the speed of change.
- ii. Effective leaders should have the ability to adapt to changes, and adaptive leaders will inspire crowd sourcing and crowd storming, and adaptive leadership teams comprising a diverse range of individuals with the cognitive difference will be able to draw on a wider set of experiences in order to inform their decision making.
- iii. It is meritocracy at its best, a highly diverse set of people collaborate seamlessly to represents nature of how successful organizations work today.

5. Insight :

- i. Due to the complexity and ambiguity of digital normal, insight have leadership trait, as insight is based on information, knowledge, and multi-dimensional intelligence, thus, an insightful leader has better perception to be a good communicator upon thinking deeper, rather than just speaking louder.
- ii. Upon knowing when to voice out, when to keep silent, think deeper before speak louder, use fewer words to express more, master of crowd-sourcing and enjoying collective wisdom, with practical ability to convince the value and gain support.

6. Balance :

- i. Both mankind world and the natural world are so dynamic with the balance of energy.

- ii. Balance is more crucial in the digital era due to the interdependence and hyper-connectivity of the business value chain and ecosystem.
 - iii. Balance is the best strategy to engage, yield, redirect, and embrace the interaction of two complementary and opposing forces, leaders need to cultivate the culture of balance, the collective mindset about how they do things here and balance the diversified viewpoints, team's collective capabilities upon which strength and skills available, and balance of the long-term strategic goals with short-term tactical tasks.
- 7. Maturity :**
- i. Maturity is one of the essential ingredients of leadership.
 - ii. It means to be open-minded, taking personal responsibility and not blaming others, having the ability to remove emotion from our decision making, so that we can see things from an alternate perspective.
 - iii. Maturity is part of higher Emotional Intelligence for an effective leader but is not necessarily equal to emotional intelligence.
 - iv. High mature leadership takes discipline, determination, and perseverance.

Que 4.7. What are the characteristics of digital leader ?**Answer**

Following are the characteristics of a digital leader :

1. **Cultivate corporate culture :** True digital leaders cultivate a dynamic corporate culture in their teams that encourages risk taking and agility, more than respect and complying with the chain of command.
2. **Integrator :** They integrate their digital strategy with the business's overall strategy, by thinking not only about income but also about the changing environment and how to adapt to it.
3. **Ambitious :** They hire leaders capable of driving and consolidating changes and encouraging a collaborative culture. Therefore, they give priority to getting ahead in the future, developing in a changing environment and collaborating for their talent attraction strategies.
4. **Empowering employees :** They attract, engage and retain digital talent, and they also empower employees to develop their digital knowledge and skills.
5. **Progressive :** They aspire to move their companies forward, because if they are satisfied with their sector, their market share, the products and services they offer, they are destined to a rapid obsolescence.

6. **Collaborative :** They can break down departmental barriers, avoiding that their business units work as isolated entities, and encouraging collaborative environments with a healthy competition.
7. **Value innovation :** They value high and invest in innovation.
8. **Data driven decision maker :** They make drive decisions with data, instead of just using instincts or hunches. Great leaders provide the organisation with high-end analytics tools and a large amount of information.
9. **Predictor :** Digital leaders do not look at the present to find the most innovative companies and imitate them. They, instead, try to foresee the future in order to get their organisations to lead in the innovation race.
10. **Digitally congruent :** They aspire to the so-called digital congruence. This increasingly widespread term describes organisations where culture, team, structure and tasks are perfectly aligned with each other, which allows them not only to deploy their business plans in an agile and efficient way, but also to rapidly adapt to the challenges of an ever-changing landscape.

PART-2*Online PR, and Reputation Management.***Questions-Answers****Long Answer Type and Medium Answer Type Questions****Que 4.8.** Write a brief note about online PR. What are the benefits and challenges of online PR ?**Answer**

1. Online Public Relations functions the web relationship influence among the cyber citizens and it aims to make desirable comments about an organization, its products and services, news viewed by its target audiences and lessen its undesirable comments to a large degree.
2. Online PR shows differences from traditional public relations. One of these is associated with its platforms.
3. Public Relations (PR) can help in raising our business profile and improve our reputation.

4. If done well, it can be a cost-effective way to get our message to a large audience. However, it can be tricky to guarantee success.

Benefits of public relations :

1. **Influence** : Audiences are more likely to trust messages coming from an objective source rather than paid-for advertising messages. It is one of the most credible forms of promotion and can be persuasive.
2. **Reach** : A good story can be picked up by several news outlets, exposing our message to a large audience.
3. **Cost effectiveness** : PR can be an economical way to reach a large audience in comparison to paid for advertising media placement, particularly if it is done in-house.

Challenges of Public Relations (PR) :

1. **No direct control** : Unlike advertising, we can not exactly control how the business is portrayed by the media, when the message will appear, and where it will be placed.
2. **No guaranteed results** : We may spend time and money on writing a press release, getting suitable photography and speaking with journalists, but we can never guarantee the story will be published. This can result in a poor return-on-investment.
3. **Evaluation** : It can be difficult to measure the effectiveness of PR activities. We can count media mentions and published stories, but it is harder to determine the impact on the audience.

Que 4.9. What are the tools used in online PR ?

Answer

Following tools are used for effective online PR :

1. **Website** :
 - i. A good website is important for small business marketing and online public relations effort.
 - ii. All other online public relations and marketing activity is tied to the website.
2. **Online press releases** :
 - i. Online press releases, the building blocks of online public relations are identical to traditional press releases.
 - ii. The content is based on keywords derived from keyword research.
3. **Article marketing** :
 - i. It is similar to issuing online press releases.
 - ii. The main difference is organisation deliver a finished product directed at non-journalist audiences.
 - iii. Articles provide a quick and inexpensive way for small businesses to build a strong online reputation and generate website traffic.

4. Online newsletters :

4. i. Online newsletters are a great tool for small business.
- ii. It contains 3-5 short articles of 100-300 words.
- iii. It uses photos, charts, graphs to illustrate stories.
- iv. Online newsletter software is part of many website content management systems, but several good standalone alternatives are available.
- v. It can be posted to website to add more good content thus build site visibility.
- vi. It is very cost-effective method of Online PR.

5. Social media :

- i. These sites are a perfect fit for online public relations because they play to the strengths of PR professionals to build relationships.
- ii. Social media sites work well across all traditional PR functional areas i.e., media, internal and community relations.
- iii. Social sites provide instant feedback about products, consumer complaints and preferences.
- iv. Popular social media sites, such as Twitter, Facebook, LinkedIn, YouTube and Flickr make excellent platforms for small business marketing.

Que 4.10. What are the differences between traditional PR system and online Public Relation (PR) ?

Answer

S.No.	Traditional PR system	Online PR system
1.	Offline visibility.	Online visibility.
2.	Connected to business goals.	Directly impact sales by driving traffic.
3.	One way communication.	Dialog and feedback.
4.	One-to-one channel approach.	Holistic channel approach.
5.	Corporate crisis and reputation management.	Online crisis and reputation management.
6.	Limited to format and style.	Diverse in style and format.
7.	Long-lead time.	Short-lead time.
8.	Difficult to measure.	Easy to measure.
9.	Traditional media outlets.	Online media outlets.

Que 4.11. Write a short note on online reputation management.

Answer

1. Online Reputation Management (ORM) is the practice of crafting strategies that shape or influence the public perception of an organization, individual or other entity on the Internet.
2. It helps to drive public opinion about a business and its products and services.
3. By using ORM, a company may try to mitigate the effects of a negative viral video, create proactive marketing strategies for online consumption or broaden its domain holdings to ramp up online visibility.

Online reputation management involves :

1. Deploying online reputation management software to easily solicit reviews from customers and distribute them to popular online review sites.
2. Adding review schema markup to the website.
3. Being proactive about asking customers to leave online reviews about the business.
4. Responding to both positive and negative reviews to either thank the customer for their great feedback or address the concern.
5. Promoting positive reviews through multiple owned or paid channels (such as sharing on social media, posting on websites, creating banners, including in e-newsletters, paid ads, etc.).

Que 4.12. How reputation could be managed in online environment ?

Answer

Reputation is managed in online environment :

1. Monitor your social footprint :

- i. Perform regular searches of the brand name or product on each platform to get an idea of what people are discussing about the brand/product.
- ii. To be able to respond to problems, gain valuable insights into consumer sentiment towards the brand. Also, check all the platforms.

2. Respond to people promptly :

- i. In social media presence, we should be sociable.
- ii. In social media customers expect a quick reply to their query. If the problem cannot be solved immediately, at the very least acknowledge them.

- iii. While posting content, engage with people who post comments to cultivate a lasting relationship with the audience.

3. Ask for Google/Yelp reviews :

- i. Online reviews are powerful tools for attracting customers who are early in their buying cycle.
- ii. If the customer is happy, ask them to post a review to express their views and increase your collection of reviews.
- iii. If there is large customer base, create an email marketing campaign to encourage customers to leave reviews.
- iv. Customers looking for products and services value online reviews. Google reviews and Yelp reviews are some of the most prominent types of reviews because they show up in search results, making the brand look more trustworthy and valued by others.

4. Encourage brand advocacy :

- i. We can use social media to cultivate a base of strong brand advocates.
- ii. Give audience a reason to follow and engage, by sharing content they enjoy, starting discussions and hosting competitions.
- iii. Encourage the audience to share the content too user generated content, like user reviews, are highly valued by users.
- iv. Brand advocacy can be encouraged internally too. A firm set of social media guidelines for employees should detail the culture and nature of their reference to the brand in an open and honest way.

5. Be transparent :

- i. Transparency builds trust.
- ii. Practice honest communication and marketing on social media. Always admit the mistakes because if we try and cover something up, it will be found out sooner or later.
- iii. If someone complains on social media, do not delete or hide the comment, address it.
- iv. Careful cultivation of the brand's online reputation can lead to increased sales and a huge increase in positive sentiment towards the brand.
- v. People expect businesses to engage with them on social media to at least some degree, so it is important to do it right. Avoid the pitfalls.

Que 4.13. What are the tools used in online reputation management ?

Answer

Following are the tools used in online reputation management :

1. Trackur :

- i. This is a full service online tool that gives a marketer a dashboard for monitoring and analysing the online reputation in a wide variety of accounts.
- ii. It is the social media monitoring tool that offers instant notifications when an individual's brand is mentioned.
- iii. This helps marketers to check or comment on the notification also when they are not stacked to Facebook feeds for the whole day.

2. Naymz :

- i. It is the relevant tool for tracking a person's social influence, which is closely tied up with online reputation.
- ii. The most important feature of this tool is Repscore which is based on how people find his brand as well as through his social influence (measured by social sharing indicators) and it also rates his influence through different social media sites like LinkedIn, Twitter, Facebook and others.

3. Goggle Alerts :

- i. Google is always expanding its tools and applications. This is one of the most basic form of reputation management; however it is very user friendly and easy for most to adapt to quickly.
- ii. Marketers simply add a term they want to track (like company name), and they will get e-mails and alerts telling them where and when it was mentioned.
- iii. It simply gives them the facts, but does lack the analysis part. It is free to use and is a real time monitoring tool for which one just need a Google account.

4. Brandseye :

- i. It has all the inbuilt features that make online reputation management simpler. A marketer may track conversations when his/her brand is mentioned and compare internal metric with the internal data.
- ii. Marketers can pinpoint where the conversation are staring about the company and also tap the marketing opportunities.

5. Rankur :

- i. It is an affordable tool for social media monitoring, online reputation management and brand protection.
- ii. Rankur is a platform for social media analysis based on a unique web crawler.

6. Social mention :

- i. It is a social media search engine that searches user generated content such as blogs, comments, bookmarks, events, news, videos, and micro blogging services.
- ii. It also analyses when an individual's brand is mentioned and gives him information about how important those mentions are.

7. Brand watch :

- i. Brand watch is one of the most popular tools to manage online reputation of an individual's brand.
- ii. It works best though for social media management to monitor certain keywords on social sites.
- iii. This tool includes free trial service and is designed for large organisation with very sensitive brands.
- iv. The product gives a person comprehensive results, but also cleans out data for any spam, duplication of information and sales materials.

8. Alterian :

- i. This is one tool that offers tonnes of information and data.
- ii. The organisation can discover what people think of its brand in different countries, from different demographics, in different languages, etc.
- iii. In other words, it gives everything the organisation needs to know about its online reputation.

Que 4.14. Discuss the importance of online reputation management.**Answer****Importance of online reputation management :****1. Building trust and credibility :**

- i. Marketers must take some amount of time to earn clients trust.
- ii. When they are able to manage their reputation, they may gain lots of trust from people as well as their confidence.
- iii. Marketers must be able to make a strong brand if they want the business to be successful. ORM provides the ability to choose how the target audience sees one's business.

2. Developing and maintaining brand protection :

- i. An organisation in order to protect its business and brand from becoming overshadowed by negative comments, may take the support of ORM teams to properly manage its sites to ensure only

the positive information regarding business which is displayed on social media sites and other area of the web.

3. Increasing visibility :

- i. Gaining a top position in the search engines is a great way to increase the online visibility of the company.

4. Increased sales :

- i. Customers are more likely than ever to research brands, products, and services online before they make the decision to purchase.
- ii. The company can increase its sales by having its social media accounts ready, and ask the existing customers to follow them.

5. Online insights :

- i. By establishing an online reputation management strategy, an organisation will gain a valuable insight into what its clients and competitors are saying about it.

PART-3

ROI of Digital Strategies.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 4.15. What is digital marketing ROI ?

OR

Write a short note on ROI of digital strategies.

Answer

1. Digital marketing ROI is the measure of the profit or loss that is on digital marketing campaigns, based on the amount of money we have invested.
2. This measurement tells whether we are getting money's worth from the marketing campaigns.
3. If we have a positive return on investment, it means that the campaigns are bringing in more money than we are spending on them.
4. Digital marketing is always changing, this has been caused by Google's algorithm changes and higher competition from business using the internet for marketing promotions.
5. Digital marketing includes Search Engine Optimization (SEO) and social media to promote a business and its website.

Que 4.16. What are digital marketing metrics to measure ROI ?
OR
How can we measure Return on Investment (ROI) of digital advertising ?

Answer

Common digital marketing metrics used to measure ROI :

1. Conversion rate :

- i. Conversion rate is metrics used to track return on investment over time.
- ii. If the goal of the marketing campaigns is to convert, then conversion metrics will tell us how well the goal is accomplished.

2. Cost per lead :

- i. If the goal of the digital marketing campaign is to collect new leads for the sales team to close, then we need to measure how much we are paying for each new lead.
- ii. This will help us to determine what return on investment is for that particular campaign.

3. Lead close rate :

- i. This information is not being integrated into the online analytics we collect.
- ii. Keeping an eye on the lead close rate gives us a better idea of how effective digital marketing campaigns really are, which contributes to the return on investment.

4. Cost per acquisition :

- i. The cost per acquisition tells us how much it costs on average to acquire a new customer.
- ii. To calculate cost per acquisition, divide the total marketing costs by the number of sales generated.

5. Average order value :

- i. Average Order Value (AOV) is a metric that help us to understand the digital marketing ROI.
- ii. This metric tracks the average amount that's spent when a customer places an order.
- iii. To calculate AOV, we divide the total revenue by the number of orders.

6. Customer lifetime value :

- i. Customer lifetime value is a vital measurement for understanding the digital marketing ROI.

- ii. This metric tells us what the average consumer will spend over their lifetime as a customer.
- iii. Though initial customer acquisition costs are important, using this metric allows to get a better understanding of a customer's overall value.

Que 4.17. What are the ways to improve digital marketing ROI?

Answer

Ways to improve digital marketing ROI :

1. Clearly identify the goals :
 - i. Identify clear goals that allow to achieve objective results.
 - ii. Avoid vague and loosely defined goals such as increase awareness or create more conversions.
 - iii. Instead, make sure that the goals are SMART - Specific, Measurable, Achievable, Relevant, and Time bound.
2. Use KPIs that are directly related to the goals :
 - i. Choose KPIs that align with the goals. KPIs, (Key Performance Indicators) are the key metrics that measure the progress toward the goals.
 - ii. KPIs for SEO will be different than KPIs for e-mail marketing or social.
 - iii. If we do not have KPIs in place, we have no way of knowing how close we are to reaching these goals.
3. Test different targeting, offers, frequency, and messaging :
 - i. Testing is a vital part of improving the digital marketing ROI.
 - ii. It not only helps to improve the performance of individual digital marketing campaigns, but it can also help us to discover new insights that can be applied to the broader digital marketing strategy.
 - iii. The only way to know for sure which elements of the digital marketing campaigns are impacting the success is to test them.
4. Identify and seize important opportunities for improvement :
 - i. The data itself is not the most important part of the digital marketing campaign measurements.
 - ii. It is the vital insights that we gain by looking at and analyzing the data that help to grow the brand.
 - iii. Once we have done some experimenting and have continued to track measurements over time, we will start to notice some trends or areas of opportunity.

- iv. It is imperative that we seize these opportunities to improve. Perform new tests based on what we find to make the campaigns even better than before.

PART-4

How Digital Marketing is adding Value to Business, and Evaluating Cost Effectiveness of Digital Strategies.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 4.18. Discuss digital marketing. How digital marketing is adding value to business ?

Answer

Digital marketing : Refer Q. 1.1, Page 1-2J, Unit-1.

Ways to understand digital marketing adds value to business :

1. Enhanced customer service :
 - i. Through the digital advancements, social media channels has come into the picture.
 - ii. The expectations of the customers are rising up.
 - iii. The ultimate target of every business is to satisfy the customer with their products, services and offer the best customer care.
 - iv. Focusing on the customer's needs is truly important in a business. By setting up customer-specific blogs, consumer forums, etc., we can easily improve the interaction with them.
 - v. This, helps us to find out the actual requirements of the public.
 - vi. The blogs can be created online which is a part of digital marketing.
2. Demand prediction :
 - i. Demand and supply have a great correlation with one another.
 - ii. A business can produce more and more products only when there is a favorable amount of demand for the same.
 - iii. One can supply the goods and services to the consumers solely after witnessing a demand for the product.

- iv. The business people have acquired the ability to predict the demand for their products through digital marketing.
- v. By compounding the information regarding the possible resources for the demand, the industries can get a precise data.
- vi. This helps the business people to place their goods stock in the regions where there is greater demand.

3. Customized consumer experience :

- i. Responsive web design is the way to design a specific website.
- ii. Irrespective of the device, web designing appears truly spectacular.
- iii. Online e-commerce websites have emerged in the market and it has started rendering amazing online experience for the consumers.
- iv. This has become possible all because of the digital marketing.
- v. The delivery of the products has become simple through online services. The experience of the customer has enhanced drastically with their own choices.

4. Market research and interactions :

- i. Conducting a research about the market can be expensive and it is a massive time consuming process.
- ii. The manual mode of researching the market is a challenging thing for the business people. But now, with the advancement in the technology, we can easily collect the ideas and requirements of the customers who have diverse notions about a product.
- iii. This helps the marketers to gather all those ideas and produce a product into the market in the real-time.
- iv. It is easy to take feedback from the customers through online websites or blogs.

5. Ease of online marketing :

- i. With the swift progress in online marketing, it has become quite simple for the people to purchase the products or return them.
- ii. Several industries have started realizing the influence of social networks to the customers and handle inbound analyses.
- iii. In order to make online marketing much simple, different companies have discovered online tools.
- iv. This enhances the efficiency in their marketing of various products or services to the customers.

Que 4.19. What are the benefits for business through digital marketing ?

Answer

Benefits for business through digital marketing :

1. Adds value to the business.
2. Unfolds expansion opportunities for small-scale industries.
3. Higher conversion rate.
4. Enhanced customer support.
5. Easy to interact with the consumers.
6. Raise our brand's trust.
7. Great return on investments.
8. Digital marketing is profitable.
9. Ability to gain more revenues.

Que 4.20. What are the ways digital marketing is cost effective ?

Answer

Ways digital marketing is cost-effective :

1. Retargeting ads :

- i. Retargeting is an essential audience-building mechanism.
- ii. With set parameters about the preferred audience's online behaviours, interests, and demographic details, retargeting will place ads before those who would like to work with or buy from us.
- iii. Retargeting can even be used on people who have purchased on the website or app once.
- iv. The ads serve as a reminder of or introduction to the value.

2. Social selling can connect and convert :

- i. Consumers are savior and more informed than ever before.
- ii. Because of social media's increasing influence, people use such channels to make intelligent buying decisions by researching products and making or reading recommendations.
- iii. For social selling to work, we need a social media team that knows how to use social to connect with potential clients.

- iv. Social media marketers need to monitor their profiles and provide value to prospects, engaging buyers on an ongoing, long-term basis.
 - v. Businesses currently practicing social selling reported the following benefits: increased audience reach and the scope, contact with prospects throughout the buyer's journey, increasing conversion rates, and improving sales efficiency.
- 3. Track success and adjust campaigns :**
- i. Metrics and trackers such as Return on Investment (RoI), increment sales, returning visitors, and more are used to evaluate sales efficacy.
 - ii. These help us to formulate the brand strategy, observe the issues that need to be addressed and create a more collaborative work environment as we improve.
- 4. Yield a high Return on Investment (RoI) :**
- i. We can measure RoI easily by dividing our investment by sales, we do not have to invest too much before we can evaluate how we want to proceed.
 - ii. To calculate it thoroughly, we need to be sure of what our business's aims and goals are.
- 5. Pay-per-click gets to an audience sooner :**
- i. PPC allows us to leverage our best assets to generate leads.
 - ii. Ads contain a value proposition (usually in the headline and meta-tag) that our target audience of online searchers and website browsers will find relevant.
- 6. Customer Acquisition Costs (CAC) :**
- i. The CAC includes variable and fixed costs that go into converting new customers.
 - ii. It can even be calculated on an individual account basis to determine the resources it would take to bring on this new client.
 - iii. Calculating this for a campaign requires to divide the total spend on customer acquisition by total new customers.
- 7. Low-cost content and customer engagement :**
- i. Using more cost-effective strategies and interacting with our customers consistently, allows us to connect with new customers in a meaningful way.
 - ii. While creating a better foundation with leads means it will be much easier for sales and marketing to move them through the funnel.
- 8. Brand awareness on a budget :** Digital marketing experts increase brand awareness through the simplest means without exerting too much spending power.

9. **Take advantage of social media influencing:** Partnering with social media influencers is becoming a trendy way for enterprises and small business to increase outreach.

Que 4.21. What are the tools use for business decisions ? How to evaluate cost effectiveness of digital strategies ?

OR

How digital marketing is adding value to business ? And also explain how a company evaluates cost effectiveness of digital strategies.

Answer

Digital marketing is adding value to business : Refer Q. 4.18, Page 4-18J, Unit-4.

Company evaluates cost effectiveness of digital strategies :

- i. The cost benefit evaluation method and the cost effectiveness evaluation method are two different tools that business may choose to use to help make business decisions.
- ii. Both methods involve comparing the future or impending purchase of new equipment or programs based on their cost and their expected benefits to the company, but one may be more suitable for certain circumstances than the other.
- iii. For instance, a company may find it best to use a cost effectiveness evaluation to narrow down a list of new equipment choices or programs, and a cost benefit method to analyze whether to adopt the final choice or choices.

Cost effectiveness strategies :

1. Cost benefit method :

- i. Companies use the cost benefit method to make financial decisions, particularly those that involve the purchase of new equipment.
- ii. The cost benefit method involves placing factors in two columns on paper.
- iii. In the first column, the company lists all of the financial benefits the new equipment or software will provide.
- iv. Such benefits might include improved productivity, lower supply costs and increased business.
- v. In the second column, the company lists the concrete and peripheral costs of the new equipment or software.
- vi. This includes the basic cost of the equipment, any business lost during the transition to the new equipment, training costs, the cost of changing suppliers, and the like.

vii. Administrators, managers or executives look for options whereby the financial benefits outweigh the costs.

2. Cost effectiveness evaluation :

- i. A cost effectiveness evaluation is more complex than the cost benefit method because it involves more components.
- ii. This method may be favoured before the cost benefit method to narrow down a list of potential programs or new equipment to purchase.
- iii. Rather than looking solely at the monetary value of the change, this method looks at the broader effects of the program.
- iv. For example, a company may evaluate which employees will receive the greatest benefits from a specific training program and whether the costs of that training program will still be beneficial if certain employees leave the company.



Digital Innovation and Trends

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PART - 1

Digital Innovation and Trends : The Contemporary Digital Revolution, Digital Transformation Framework, Security and Privatization Issues with Digital Marketing.

Questions-Answers**Long Answer Type and Medium Answer Type Questions**

Que 5.1. What are digital innovation in digital marketing ?

Answer

Digital innovation in digital marketing are :

1. Artificial Intelligence (AI) :

- a. The field of artificial intelligence is quite broad in the context of digital marketing.
- b. In the digital marketing, AI is used for meta-analysis of broad-spectrum data sets and then using that data to make its own decisions.

2. Personal digital assistants :

- a. AI driven personal assistants designed to stay connected, on a personal level, to people at all point in their day-to-day lives.
- b. Devices made by different companies are able to contact each other for information and are actually collaborating.

3. Blockchain technology :

- a. Blockchain refers to a decentralized digital ledger that is the basis for anonymous and highly secure applications.
- b. It is also unregulated, which is not a great idea to immerse in on a business level, but understanding the possible business opportunities is important as it develops.

4. Chatbots :

- a. Chatbots is used for real conversations, thus potentially improving the landscape for UX.
- b. They will continue to evolve into more practical, versatile tools for both businesses and consumers.

5. Voice search :

- a. We should have at least a basic understanding of voice search and speech recognition that can shape brand building.
- b. Over 40 % of teens and adults are using voice search daily and this number is growing.

6. Influencer marketing :

- a. Influencer marketing is the concept of using "influential" people to explicitly and even implicitly market products and services, and has seen huge success specifically in social media channels.

7. Micro-moment marketing :

- a. This type of marketing is consumer-focused and is based on consumer choice and power in their behaviour and buying for products.
- b. It is no longer about ads reaching consumers as it is consumer doing searches on their own terms.

Que 5.2. Explain digital marketing trends.

Answer

Digital marketing trends are :

1. Digital marketing strategy and planning trends :

- a. A key trend in overall digital strategy development is the ongoing popularity of digital transformation programmes.
- b. Within digital marketing strategy, there is continued interest in developing integrated digital marketing strategies across multiple channels.
- c. Digital transformation programmes are a response to the challenges of digital storehouse in some companies where there has been a failure to integrate digital across a company.

2. Marketing strategy and planning :

- a. It is the business, marketing, and brand development strategies which drive the growth of a business, so it is important to have a sound marketing strategy and branding in place before working on the digital tactics.
- b. This key trend offers the opportunities for digital disruption.

3. Search marketing trends :

- a. Google dominates the results that businesses get from search engine marketing, trends here focuses on Google.
- b. The change is the launch of the Google marketing platform which has AdWords renamed to Ads and the Doubleclick ad platform and

Digital Innovation and Trends

analysis tools like Google Analytics, Data Studio, and AB testing through data studio more tightly integrated.

4. **Social media trends :**
 - a. The government-commissioned annual communications market Review is one of the best sources for compiling data on Internet and social media usage.
5. **E-mail marketing and marketing automation :**
 - a. E-mail marketing techniques are trends related to improving relevance and interactivity on smartphone.
6. **Analytics and reporting :**
 - a. Systems such as Google Analytics and Adobe Analytics are relatively static in terms of reports and functionality.
 - b. The main trend is using softer measures to get customer feedback.
7. **Paid and earned media :**
 - a. To complete the picture of digital channels, we need to review advertising.
 - b. Digital media are important to demand generation and branding, discerning trends on cross-industry data is difficult as there is a reporting lag, which means that reports for ad types are not published until the next quarter.

Que 5.3. Discuss contemporary digital revolution. Discuss the timeline of how the digital revolution progressed.

Answer

1. The digital revolution refers to the advancement of technology from analog electronic and mechanical devices to the digital technology available today.
2. The digital revolution also marks the beginning of the information era. The digital revolution is also called the third Industrial revolution.
3. It is the era of digital electronic equipment that started around the 1980s and is still continuing.
4. It is the change from analog, mechanical, and electronic technology to digital technology.
5. An expression used to denote the extraordinary transition in media, communications, devices (and ultimately economics and society), from an analogue form (*i.e.*, continuous, linear signals representing information) to a form expressed in discrete digits.

A brief timeline of how the digital revolution progressed :

1. **1947-1979 :**
 - i. The transistor was introduced in 1947, paved the way for the development of advanced digital computers.

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- ii. The government, military and other organizations made use of computer systems during the 1950s and 1960s. This research eventually led to the creation of the World Wide Web.
2. **1980s :**
 - i. The first cell phone was introduced during this decade.
3. **1990s :**
 - i. By 1992, the World Wide Web had been introduced, and by 1996 the Internet became a normal part of most business operations.
 - ii. By the late 1990s, the Internet became a part of everyday life for almost half of the American population.
4. **2000s :**
 - i. By this decade, the digital revolution had begun to spread all over the developing world, mobile phones were commonly seen, the number of Internet users continued to grow, and the television started to transition from using analog to digital signals.
5. **2010 and beyond :**
 - i. By this decade, Internet makes up more than 25 percent of the world's population.
 - ii. Mobile communication has also become very important, as nearly 70 percent of the world's population owns a mobile phone.
 - iii. The connection between Internet websites and mobile gadgets has become a standard in communication.
 - iv. By 2015, the innovation of tablet computers and cloud computing services.
 - v. This allows users to consume media and use business applications on their mobile devices, applications that would otherwise be too much for such devices to handle.

Que 5.4. Explain the phases of digital revolution.

Answer

Different phases of digital revolution are :

1. **Phase One : App and web experiences :**
 - a. Phase one can be defined as the mix of Web/app paradigm that evolved out of desktop browsers and the mobile revolution which began with the iPhone in 2007.
 - b. In 2017, the appropriate mix of apps, websites and mobile-optimization is table stakes of the technological stack.
2. **Phase Two : Platform-based experiences :**
 - a. Amazon's Alexa, Apple's Siri, Microsoft's Cortana and Google Assistant represent a rapid into phase two of digital experience.

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- b. Messaging platforms like Facebook Messenger, WhatsApp, iMessage and WeChat also lead the next generation of consumer interfaces.
 - c. The difference between the app/Web paradigm and all new generation is that the latest user interfaces are platform and device based.
 - d. The virtual assistants are built on device platforms like the Amazon Echo or operating system platforms like iOS, Windows and Android.
 - e. The agents that represent phase two are derivative of phase one, often living inside of apps and the Web itself (Facebook Messenger is a platform and is also app-based and Web-based).
- 3. Phase Three : Blended experiences for personalization :**
- a. Personalization is addressed when ecosystems begin to blend into one another.
 - b. When a consumer can start an experience on a chatbot and move to an app and then to a website, the ability to personalize that experience to the individual is greatly enhanced.
 - c. The self-selecting nature of consumer behavior is modified in phase three as experiences are offered on-demand, when they are needed, as opposed a person choosing ad-hoc options that may be available.
- 4. Phase Four : Blended ecosystem experiences :**
- a. The final phase of digital experiences is all about the ecosystem. In the first three phases, the ecosystem was limited to device or platform.
 - b. In phase four, the ecosystem can recognize and utilize any device.
 - c. The walls between the platforms become invisible and each aspect of the stack becomes more useful to both consumer and brand.
 - d. Blended ecosystem experiences offer the greatest amount of personalization for digital experiences.

Que 5.5. Explain digital transformation frameworks.

Answer

1. A digital transformation framework is the blueprint for how an organisation moves through a period of significant change because of the current evolving business conditions.
2. The framework is a tool, used across an organisation that guides all levels of the organisation through the journey.
3. It ensures that no area of the business is left unattended during the period of change.
4. It provides a common reference point that can be evolved as the organisation changes. Thus, the digital transformation framework is central to success.

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5. The framework enables the strategy and roadmap that allows organisations, of all sizes, to evolve and succeed in the rapidly changing market conditions that now exist.

Que 5.6. Discuss the key elements of digital transformation framework in detail.

Answer

Key elements of digital transformation framework :

1. **Customer understanding :**
 - a. Companies are starting to take advantage of previous investments in systems to gain an in-depth understanding of specific geographies and market segments.
 - b. Companies are learning to promote their brands more effectively through digital media.
 - c. Companies are also building new online communities to advise and build loyalty with clients in medical, real estate or financial services products.
2. **Top-line growth :**
 - a. Companies are using technology to enhance in-person sales conversations.
 - b. For example, financial services companies are using tablet-based presentations instead of paper-based slide decks to make sales pitches.
 - c. Insurance firms are introducing mobile tools to help sales people and customers engage in analytics-based planning.
3. **Customer touch points :**
 - a. Customer service can be enhanced significantly by digital initiatives.
 - b. For example, a bank established a Twitter account to answer client complaints quickly, helping customers avoid going physically to a branch.
 - c. This digital initiative also leveraged an expert community, allowing crowdsourcing with several employees and other customers.
4. **Process digitization :**
 - a. Automation can enable companies to refocus their people on more strategic tasks.
 - b. Automation allows researchers to focus on innovation and creativity rather than repetitive efforts. It also creates streams of data that can be useful in later data mining efforts.
5. **Worker enablement :**
 - a. Individual-level work has been virtualized separating the work process from the location of the work.

- b. The company's collaboration and networking tools allow employees to talk with anyone in the organization from wherever they are sitting. This is setting the stage for further changes related to globalization.
- 6. Performance management :**
- Transactional systems give executives deeper insights into products, regions and customers, allowing decisions to be made on real data and not on assumptions.
 - This is happening in both internal processes and customer-facing processes.
 - The level of detail is also increasing, allowing managers to compare status across sites or reallocate product manufacturing capacity in ways they could not do before.
- 7. Transforming business models :**
- Companies are not only changing how their functions work, but also redefining how functions interact and even evolving the boundaries and activities of the firm.
 - The three building blocks of this transformation are digital modifications to the business, the creation of new digital businesses, and digital globalization.
- 8. Digital globalization :**
- Digital technology coupled with integrated information is allowing businesses to gain global alliance while remaining locally responsive.
 - These companies benefit from global shared services for finance, HR and even core capabilities like manufacturing and design. Global shared services promote efficiency and reduce risk.
 - They even promote global flexibility.

Que 5.7. Explain steps used for creating transformation strategy.

Answer

Steps used for creating transformation strategy are :

- Start big :**
 - A complete digital transformation takes time, so, focus on the largest, most impactful processes first, this can help in significant improvements for organizations.
 - Less impactful processes and systems can be targeted afterwards.
- Build the right workforce :**
 - The data and connectivity made possible through SMAC technologies is central to digital transformation.

- b. This means that in order to reach full digital potential, organizations need a workforce that demonstrates the ability to make the most of SMAC in all of its forms.
- c. Organizations need forward thinkers if they want an effective transformation. Hiring the right people is essential.
- 3. Focus everything on the customers :**
- Customers are the center of every business process.
 - Organizations that are able to see the customer impact of every decision are likely to see a transformation that leads to improved client experience.
- 4. Connect the digital dots :**
- The digital age is the age of connectivity, and in a digitally-enhanced organization, everything is connected.
 - Checking the connections where they are lacking, gives businesses a checklist by which to solve issues and potential issues before they become real problems.
 - At the same time, by anticipating areas where clients expect digitally enhanced service, businesses can provide more satisfying customer experiences.
- 5. Empower employees with data :**
- Customers are the center of any business, but it is the employees that keep things running.
 - When the right employees have access to the right data, businesses are more efficient and productive.
 - SMAC technologies (particularly mobile and cloud technologies) can ensure that workforces are connected to the data they need to do their jobs well, and employee-facing applications can empower them with tools designed specifically to fill the responsibilities of their positions.

Que 5.8. What are the guiding principles of digital transformation ?

Answer

Ten guiding principles of a digital transformation :

Stage 1: Defining value :

- Secure senior management commitment :**
 - CEO commitment is positioned as the solution to any major challenge. But the CEO cannot simply sanction a digital transformation, he or she must communicate a vision of what needs to be achieved, and why, in order to demonstrate that digital is an

unquestionable priority, make other leaders accountable, and make it harder to back track.

2. Set clear, ambitious targets :

- i. To set the organization's sights at the right level, investments need to be linked to clear, ambitious targets.
 - a. It signals the magnitude of what digital technology can deliver.
 - b. Setting clear targets at the outset prevents back-sliding when the going gets tough.
- ii. It imposes discipline on the process of deciding which initiatives to pursue for maximum impact.

3. Secure investment :

- i. Digital transformation is likely to require significant investment.
- ii. Companies will need to allocate investment both to improve the current business and to build new businesses as the insurance model evolves.
- iii. To acquire expertise in new fields and keep abreast of innovation, for instance, insurers will need to invest in partnerships or a venture capital arm, perhaps both, as well as in their own innovation labs.

Stage 2 : Launch and acceleration :

4. Start with lighthouse projects :

- i. To win support, companies should start with projects that offer potential for significant rewards with manageable risk.
- ii. Such projects include customer services activities and the redesign of the claims process, from the moment a customer needs to file a claim to the moment of reimbursement.

5. Appoint a high-caliber launch team :

- i. The importance of securing a high-caliber launch team, often under a CDO (Chief Digital Officer), cannot be overstated.
- ii. A CDO can prove invaluable in co-ordinating a transformation-avoiding duplication by devising a methodology for the redesign of customer journeys that can be replicated across the organization as digitization efforts are extended.

6. Organize to promote new, agile ways of working :

- i. The way a company organizes itself is key to a successful launch.
- ii. Setting up a digital unit independently of the organization will promote new ways of working essential for digital success, such as agile product development, test-and-learn methods that speed progress while keeping the focus on customers, and cross-functional teams that pool specific types of expertise.

7. Nurture a digital culture :

- i. Digital ways of working and thinking-fast, collaborative, empowered the default mode of new recruits with digital skills.
- ii. These methods also need to take hold across the organization, and now is the time to start nurturing them.

Stage 3 : Scaling up :

8. Sequence initiatives for quick returns :

- i. Sequencing with a view to quick returns is key to building scale fast.
- ii. The more value a transformation captures as it progresses, the more it becomes self-funding and the greater the support it garners.
- iii. Transformation incurs costs at a time when competition is probably putting pressure on margins.

9. Build capabilities :

- i. It is apparent that insurers have to invest in more than just digital technologies themselves to scale up digital initiatives.

10. Adopt a new operating model :

- i. Whatever structures a company chooses initially, it will reach the stage when only a fundamental organizational redesign will do.
- ii. In the digital age, when companies need to reinvent the way they work, an inability to connect all parts of the organization to share data, expertise, and talent can be crippling.

PART-2

Understanding Trends in Digital Marketing-India and Global Context, Online Communities and Co-Creation.

Questions-Answers

Long Answer Type and Medium Answer Type Questions

Que 5.9. What are the emerging trends in digital marketing in India ?

OR

With the help of examples discuss the trends of digital marketing in India within the framework of global context.

Answer

Emerging trends in digital marketing in India :

i. **Search Engine Optimization (SEO) :**

1. Search Engine Optimization or SEO is essentially tweaking the website so that it comes up naturally or organically for search results in Google, Yahoo Bing or any other search engine.
2. Google updates its algorithms regularly so that only the relevant results come up. From that perspective, many experts say that SEO is dead and the effort is futile.

ii. **Search Engine Marketing (SEM) :**

1. Search Engine Marketing is the comprehensive strategy to drive traffic to business, primarily through paid efforts. Hence, it is also called Paid Search Marketing.
2. The universe of SEM is diverse and complicated. Based on the business structure, we may choose PPC (Pay-Per-Click) or CPC (Cost-Per-Click) model, or CPM (Cost-Per-Thousand impressions) model.
3. There are different platforms for SEM. Such as, Google AdWords (on Google Network) and Bing Ads (on Yahoo Bing Network) are the most popular.

iii. **Content creation :**

1. Content can be presented in different formats, including blogs, white papers, e-books, case studies, how-to guides, question and answer articles, forums, news and updates, images, banners, infographics, podcasts, webinars, videos, or content for microblogging and social media sites.
2. All recent changes to Google's algorithm i.e., Panda, Penguin or Hummingbird point to the fact that content is the most important metric while filtering search results.

iv. **Social Media Marketing (SMM) :**

1. Social Media Marketing or SMM is an offshoot of the SEM efforts.
2. It involves driving traffic to sites or business through social sites like Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn, etc.
3. A good content is shared and liked. So create and customize content for different social media platforms.
4. Be prolific and original and also engage with users on a daily basis, at least four to five times a day. The SMM efforts can be especially helpful for branding and driving sales.

v. **Digital display advertising :**

1. It is also a subset the SEM efforts.
2. We may use a variety of display advertising formats to target potential audience i.e., text, image, banner, rich-media, interactive or video ads.
3. We can customize the message based on interests, content topics, or the position of the customer in the buying cycle.

vi. **Retargeting and remarketing :**

1. Retargeting and Remarketing is a strategy to target customers who have already visited the website.
2. It is based on cookie technology. Retargeting has emerged as a preferred strategy as the target customers who have already shown interest in the business and hence the conversion rate is high.

vii. **Mobile marketing :**

1. The website, apps and content is being customized for mobile devices.
2. The mobile users are growing day by day and it is the most effective way of marketing.

viii. **Interactive marketing :**

1. Make sure that the advertising strategy engages the potential customer in a conversation.

ix. **Viral marketing :**

1. Viral Marketing is a strategy where a unique content spreads exponentially online, because the content is appreciated, shared and liked immensely.
2. This is a great way to brand and drive traffic to the website.
3. The content can take any format, all we need is to be creative.

x. **E-mail marketing :**

1. When we send a commercial message through E-mail to a list of potential customers, the strategy is called E-mail marketing.
2. With an effective E-mail marketing software we can maintain E-mail lists that are segregated based on several factors, including customer's likes and dislikes, and spending habits.
3. Also, send personalized emails; this helps to develop trust.

xi. **Digital media planning and buying :**

1. When a media agency researches and makes a comprehensive strategy framework, is called digital media planning.
2. Be it in driving sales or conversions, launching a new brand or promoting an established brand, or changing customer behaviour, the media agency plans different platforms and formats to reach the desired audience.

3. It studies reach and frequency of different web-based and mobile applications.
4. The agency works with different partners and buys relevant space and ideas. This is called media buying.

Que 5.10. What are the best practices that are making trends in digital marketing in global context ?

Answer

Trends in digital marketing : global context :

1. Data privacy is here to stay : It is clear consumers are well aware of their rights when it comes to proper data collection and usage.
2. Customer capital is the new currency : Marketers have known that the customer must be central to every decision made within a business, meaning brands have been working for consumers.
3. Inclusive creative and design :
 - a. Rising concerns around inequality, unconscious bias, and stereotyping in society, and the perpetuation of all three via marketing and creative, has never been more apparent.
 - b. Inclusive design is the resulting trend, and an essential step to ensure that creative is designed without insidious bias against groups of consumers.
4. The rise of voice :
 - a. The local adoption of voice activated devices and smart speakers, like Google Home and Amazon Alexa, is becoming very popular with the consumers.
5. Marketing teams shift from specialism to consumerism :
 - a. From content to creative, to customer experience, care, service and data analysis, the role of the has undergone significant change in the last years.
6. Creative content is king :
 - a. The consumer is demanding more bespoke content, when they want it, and on the channel of their choice.
 - b. Same content cannot be served across multiple channels without thought.

Que 5.11. Discuss digital marketing emerging trends in the world.

Answer

Following are digital marketing emerging trends :

1. **Voice marketing** : This is one of the biggest trends to dawn on digital marketing in 2018, and it can be attributed to the way voice-based marketing has entrenched all digital channels and platforms.

2. Micro-influencers :

- a. With influencer marketing making waves globally, multiple platforms have already taken this concept deeper across the Indian digital consumers.
- b. A bigger trend that is shaping influencer marketing relates to local or geo-specific influencers who are experts in their domains and have a ready audience to bring to multiple digital or social platforms.

3. General Data Protection Regulation (GDPR) :

- a. The launch of GDPR in Europe was a game changer and a first for data protection and privacy for individuals.
- b. It is an initiative that is bound to have multiple roll-over effects on the way digital marketing will be executed across the world.

4. Growth hacking :

- a. One of the most popular trends in digital marketing has been growth hacking and it involves a set of experiments across multiple marketing areas including product development and management, service orientation, funnel tactics, segmentation, etc., which helps marketers breach into the next levels of user engagement.

5. Conversion rate optimization :

- a. The concept of Conversion Rate Optimization (CRO) involves a combination of techniques aimed at understanding website visitor actions towards increasing conversions for specific goals including form-fillups, product buys, placing product-trial requests, etc.

Que 5.12. Explain technical issues related to digital marketing.

Answer

Technical issues related to digital marketing :

1. Interoperability issues :

- a. Interoperability involves the ability of systems running in different environments to communicate and work together.
- b. At an operational level, this requires the same set of rules (protocols) to be followed.
- c. This is crucial for firms looking to establish themselves in a digital environment consisting of multiple technologies and standards.

2. Reliability issues :

- a. Reliability involves network infrastructure and application systems to be continuously upgraded, fine-tuned, and maintained to have overall systems running.
- b. This involves the systems being reliant in the face of unprecedented transactions and spikes.

3. Integration issues :

- a. Integration between a firm's existing applications and databases with internet software is a key challenge.
- b. The typical solution for this is provided by middleware software that connects disparate systems, but companies still face an issue integrating their home-grown and other commercial software for which new interfaces have to be developed, and require dedicated time and resources for execution.

4. Other technology issues :

- a. Other technological issues include interoperability of payment instruments, development of competitive supply chain capabilities, management of multiple content and datasets, lack of standards, etc.

Que 5.13. Explain external challenges related to digital marketing.**Answer**

External challenges related to digital marketing are :

1. Intellectual property right issues :

- a. These elements impact related intellectual property rights.
- b. Typical forms of intellectual property issues which are key to digital works include copyrights (related to software, arts), patents (concerned with inventions), and trademarks (represent name brands and logos).

2. Taxation issues :

- a. It involves issues related to the nature of sales tax imposed on internet-related businesses.

3. Legal validity of transactions :

- a. Regulating legal validity of electronic transactions is easier for governments to implement, as for traditional businesses, each commercial transaction is paper-based (involving wet signatures) and is easier to conduct as it was in person.
- b. To extend the same rules to digital transactions, it is important that digital signatures and documents are granted the same legal validity as the written form.
- c. This is becoming a challenge as each geography and country might have differing rules regarding such digital validity and its implementation.

4. Compliance, regulatory, and government policies :

- a. Consultancy firm Price Waterhouse Coopers (PwC) in their report titled report titled, 'e-Commerce in India: Accelerating Growth' has identified Cyber law compliance and 'inefficient anti-corruption

framework' issues as serious challenges to India's vibrant e-commerce industry that is expected touch \$ 22 billion in 2015.

Que 5.14. What are consumer-specific security, privacy, ethical and social challenges ?**Answer**

Consumer-specific security, privacy, ethical and social challenges are :

- a. **Security, cybercrime, digital signature issues :** Issues on security can typically be related to organizational security threats as well as managing security for a firm's customers. Here, we would cover security threats which are more consumer-centric including :
 - 1. **Spamming :** It relates to unsolicited commercial e-mails targeted at individuals.
 - 2. **Cybercrimes :** Cybercrimes are propagated through self-replicating computer programs like viruses, which are designed to perform unwanted events.
 - 3. **Digital signatures issues :** It involves provision of legal equivalence between paper-based and electronic forms of exchange, which is the goal of e-transaction laws.
- b. **Privacy, data usage, and web tracking :** This next set of issues relates to consumer privacy areas related to online transactions :
 - 1. **Data usage :** There are multiple types of data involved while e-commerce transactions occur (client-server data, consumer data, policy data, transaction data, etc.).
 - 2. **Data tracking :** There are also issues related to firms trying to track consumer usage data and patterns, much of which has been evidenced in the case of social networks and online data/service aggregation firms which have had to face consumer and anti-trust issues on how their data was being handled.
 - 3. **Theft and fraud :** More serious issues relate to those of blatant data theft and ensuing fraud when the stolen data is used or modified.
- c. **Trust-related issues :** The issue of trust is defined as the expectation that the other party will behave in accordance with commitments, negotiate honestly, and not take advantage, even when the opportunity arises.
 - 1. **Predictability :** It relates to establishing clear expectations, for example, consistently sending e-mail notifications on order confirmation and order shipment.
 - 2. **Reliability :** It indicates to consumer that the party with which transactions are being conducted is dependable and would fulfill the commitments.

3. **Technical competence :** It refers to the ability to carry out responsibilities at the technical level for each transaction.
4. **Fiduciary responsibility :** It includes placing the interest of the individual who is trusting before the interests of the firm which is carrying out the transactions.
- d. **Ethical issues :** With recently funded start-ups aiming at aggressive growth, there have been multiple cases where firms have made failed ethical judgments.
- e. **Societal and digital divide issues :** Societal issues involve concerns related to cultural diversity, consumer protection issues, and shortage of labor. The digital divide issues are typically concerned with unequal access to internet technologies and acceptance of digital as a means of buying and social exclusions.
 1. **Cultural diversity :** It is a challenge for entrepreneurs to understand and meet local needs and preferences of many different customer groups, customization is expensive most of the times.
 2. **Labor shortage :** It relates to the difficulty of filling large unfulfilled technology positions, global movement of workforce from developed to developing countries, and retention of technology workers.
 3. **Unequal access :** It is concerned with the digital divide between well-off and not-so-privileged sections of the society in terms of technology access.
 4. **Digital acceptance :** It includes medium specific limitations in terms of consumers not being able to touch and feel digital products.
5. **Social exclusions :**
 - i. It involves public and private sector organizations discrimination against lower income groups.
 - ii. For example, the recent controversies against net-neutrality and its impact on digital consumption.

Que 5.15. Discuss online community. What are the types of online communities ?

Answer

1. An online community, also called an internet community, is a virtual community whose members interact with each other primarily via the Internet.
2. For many online communities may feel like home, consisting of a family of invisible friends.
3. Those who wish to be a part of an online community usually have to become a member via a specific site and necessarily need an internet connection.

4. An online community can act as an information system where members can post, comment on discussions, give advice or collaborate.
5. Commonly, people communicate through social networking sites, chat rooms, forums, e-mail lists.
6. People may also join online communities through video games, blogs and virtual worlds.

Four different types of communities :

i. **Social communities :**

1. Social communities include public social networks like Facebook, Twitter and Instagram.
2. Brands use social communities mostly for marketing purposes, broadcasting information, building brand awareness and reaching greater audiences for campaigns and messaging.
3. Social communities are useful for tracking what the competitors are up to and identifying broad consumer trends.

ii. **Support communities :**

1. Support communities enable members to offer product tips to other customers, helping companies to reduce customer support costs.
2. Support communities provide a structured way of gathering innovative ideas because they allow brands to track product and service related conversations.

iii. **Advocate communities :**

1. Advocate communities allow brands to mobilize their most passionate and loyal customers.
2. They are also known as advocate marketing software, this community type often rewards members for writing a testimonial, posting about the company on social media and doing other similar activities.

iv. **Insight communities :**

1. Insight communities are made up of carefully selected groups of customers who maintain a long-term relationship with brands.
2. These communities allow companies to gather continuous, high-quality feedback from engaged stakeholders like customers, partners or employees.
3. Already a mainstream market research tool, this category is quickly finding its way in marketing, customer experience and innovation.

Que 5.16. Define co-creation with its types.

Answer

1. Co-creation refers to a product or service design process in which input from consumers plays a central role from beginning to end.

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2. Co-creation is used to allow consumers to submit ideas, designs or content.

Types of co-creation are :

1. Submitting :

- In the case of submitting, the firm exercises control over the contribution activity by placing constraints on the basic design, contribution size etc., and also the selection activity by selecting the winning contributions.
- This form of customer co-creation is employed in those cases where the firm is looking to further research in its field.

2. Tinkering :

- Tinkering is a customer co-creation model that involves procurement of contributions from the public by the firm, a comprehensive and scrupulous examination of the contributions, selection of the most promising and enterprising contributions by the firm and finally implementation of the contributions.
- In tinkering, the firm releases a final product. Although the users create the platform, the firm decides which ones get published and distributed.

3. Co-designing :

- Co-designing involves placement of constraints by the firm on the contribution activity and selection of the winning contributions by the contributors themselves.
- This includes any community forum where customers have to give ideas into defined areas, whereas the final idea is selected by the community forum by liking/disliking the proposed idea.

4. Collaborating :

- It is also known as open sourcing, collaborating involves releasing the source code of the product and making it accessible to the general public.
- The released source code is then open to modification as per the requirement of the users.

Que 5.17. What are the applications of co-creation ?

Answer

Applications of co-creation are :

- Designing managerial processes that encourage, socialize and support the customer into service interfaces.

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- Developing a good understanding of customers and their various needs, situations and adapting interfaces accordingly.
- Taking the broader network of customers and/or other stakeholders into consideration.
- Ensuring that frontline employees are open to and/or able to deal with customer engagement in the creation of value.
- Enabling customers to get engaged in the creation of value to perform well, for example, giving them the right tools and opportunities to share their ideas and support each other.
- Evaluating whether service interfaces both reflect the needs of the customer and generate productivity and efficiency gains.

Que 5.18. Identify two companies which are using online communities to engage consumer for co-creation to develop new food and beverage option.

Answer

Two companies using online communities to engage consumer for co-creation to develop new food and beverage option are :

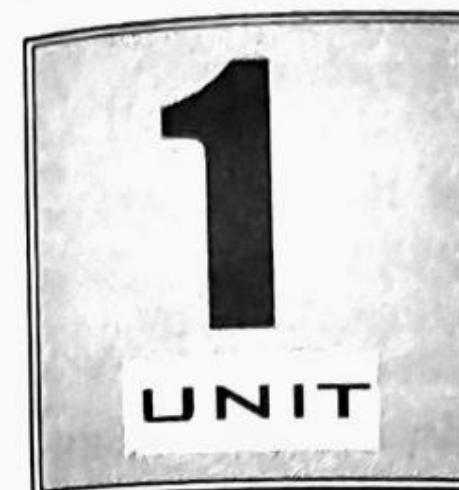
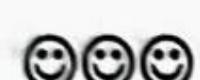
1. General Mills :

- General Mills is committed to customer co-creation. General Mills has a sizeable market share in the United States and includes well-known brands like Cheerios, Wheaties, Old El Paso, and Betty Crocker.
- In 2007 the company created the General Mills Worldwide Innovation Network to enhance its customer collaboration by teaming up with entrepreneurial networks, startup accelerators, and talented individuals.
- With this network, General Mills actively seeks suggestions for new concepts and product lines. The process is open to customers and company employees can submit product proposals.
- This approach has been a huge success so far, allowing General Mills to make a range of changes to its product line and packaging process.
- Alongside this approach, the company has also cultivated a list of scientists and technologists to help with new product development.

2. Coca-Cola :

- Coca-Cola is at the top of the heap when it comes to beverages. Coca-Cola is investing in customer co-creation in local markets.

- b. For example, as of late 2018, Coca-Cola has entered a co-creation experiment with customers to make sure its Southeast Asia product strategy reflects the tastes of the region and its people.
- c. In this environment, Coca-Cola's research and development team has been renting local eateries across Southeast Asia and testing customer-driven variations on classic Coke products.
- d. This illustrates the value of customer co-creation at the local level.
- e. Even for well-known and celebrated products like Coke, a huge proportion of their sales depends on adjusting products to suit specific markets. Collaboration with communities helps them to achieve this.



Introduction to Digital Marketing (2 Marks Questions)

1.1. What is digital marketing ?

Ans: Digital marketing is the marketing of products or services using digital technologies mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

1.2. What are the advantages of digital marketing ?

Ans: Advantages of digital marketing :

1. Global reach
2. Lower cost
3. Trackable, measurable results
4. Personalisation
5. Openness
6. Social currency
7. Improved conversion rates

1.3. What are the disadvantages of digital marketing ?

Ans: Disadvantages of digital marketing :

1. Skills and training
2. Time consuming
3. High competition
4. Complaints and feedback
5. Security and privacy issues

1.4. What are the applications of digital marketing ?

Ans: Applications of digital marketing are :

1. Enhancement of revenues.
2. Brand presence amplification.
3. Support information-seeking and customer validation exercise.
4. Develop customized forms of consumption.
5. Mixing multiple digital channels and online-offline media.
6. Instant response generation mechanism to negative customer feedback.

1.5. What are the types of digital marketing ?

Ans: Types of digital marketing are :

1. Content marketing

2. Website design
3. Search Engine Optimization (SEO)
4. Social media management
5. E-mail marketing
6. Social media ads
7. Google ads

1.6. What do you mean by personalization in digital marketing ?

Ans: Personalization is the process of keeping in mind the needs and preferences of our audience so that we can market the right product and experiences to the right person at right time.

1.7. Define content marketing.

Ans: Content marketing is a type of marketing that involves the creation and sharing of online material that does not explicitly promote a brand but is intended to stimulate interest in its product or services.

1.8. What is E-mail marketing ?

Ans: E-mail marketing is the process of sending targeted messages to our contacts through E-mail. Like other types of digital marketing strategies, the messages that we send through e-mail marketing are not always promotional.

1.9. What are digital marketing business model ?

Ans: Digital marketing business model are :

1. Brokerage model
2. Advertising model
3. Infomediary model
4. Merchant model
5. Affiliate model
6. Community model
7. Subscription model

1.10. What are the key activities involved in assessment stage ?

Ans: Key activities involved in the assessment stage include :

1. External analysis
2. Internal analysis
3. Digital presence analysis
4. Objectives development and review

1.11. What are the critical success factors for digital marketing ?

Ans: Critical success factors for digital marketing :

1. Intent-based
2. Interactive
3. Immersive
4. Immediate

5. Interesting
6. Informative

1.12. What are various stages of evolution that are termed as marketing eras ?

Ans: Various stage of evolution that are termed as marketing eras :

1. Trade era
2. Production era
3. Product era
4. Sales era
5. Marketing era
6. Relationship era
7. Digital era

1.13. What are the activities of value chain process ?

Ans: Activities of value chain process are :

1. Inbound logistics
2. Operations
3. Outbound logistics
4. Marketing and sales
5. Service

1.14. Define push and pull marketing.

Ans: **Push marketing :** Push marketing is the traditional type of marketing where marketing messages are packaged with information pre-configured for a particular set of users.

Pull marketing : Pull marketing involves a consumer placing his intent and specific interest for a particular type of information and being offered that information along with relevant marketing messages suited to his intent, query, or profile-based interest.

1.15. What are the advantages of digital marketing over traditional marketing ?

Ans: Advantages of digital marketing over traditional marketing are :

1. Audience targeting
2. Cost leverage
3. Actionable reporting
4. Location-based messaging
5. Quicker funnel fulfillment
6. Multi-channel reach
7. Instant customer interaction

1.16. What are consumer behaviour model ?

Ans: Consumer behaviour model are :

1. Economic model

2. Learning model
3. Psychological model
4. Sociological model

1.17. Compare online and offline marketing strategies.

Ans:

S. No.	Online marketing strategy	Offline marketing strategy
1.	Easy to target variety of markets at one time.	Difficult to reach multitude of target audience at one time.
2.	Cheap and fast.	Costly and time consuming.
3.	Less people to manage.	Large workforce is needed.
4.	Low expenses.	High expenses.

1.18. What are the characteristics of digital consumer ?

Ans: Characteristics of digital consumer are :

1. Higher potential for profiling
2. Development of consumer personas
3. Possibility to gather unsolicited feedback
4. Availability of real-time expert/peer influence
5. Use online data to target loyal offline customers

1.19. Why digital marketing is one the rise ?

Ans: Some of the reasons why digital marketing is on the rise :

1. Converting the marketing to sales
2. Interaction with customers
3. Cost friendly
4. Targeted reach
5. Fair play

1.20. What are the 5D's of digital marketing ?

Ans: Following are the 5D's of digital marketing :

1. Digital devices
2. Digital platforms
3. Digital media
4. Digital data
5. Digital technology

1.21. What are the 3I principle for successful market strategy ?

Ans: 3I principle for successful market strategy are :

1. Initiate
2. Iterate
3. Integrate

1.22. What are the 6S digital marketing implementation strategy ?

Ans: 6S digital marketing implementation strategy are :

1. Digital scoping
2. Digital shadow
3. Digital set-up
4. Digital stability
5. Digital scale-up
6. Digital spectrum

1.23. List out three principles and 4P's of digital marketing.

Ans: Three principles of digital marketing are :

1. Content capital
 2. Simplicity
 3. Consistency
- 4P's of digital marketing :**
1. Product
 2. Price
 3. Promotion
 4. Place



2
UNIT

Social Media Marketing (2 Marks Questions)

2.1. Define social media.

Ans: Social media is defined as a group of internet based applications that exist on the web platform to enable the internet users from all over the world to interact, communicate, and share ideas, content, thoughts, experiences, perspectives, information, and relationships.

2.2. What is social media marketing ?

Ans: Social media marketing is the use of social media platform and websites to promote a product or service.

2.3. What are the six key components of social media classification ?

Ans: Social media has been classified into six key components :

- Collaborate projects (for example, Wikipedia)
- Blogs
- Content communities (for example, YouTube)
- Social networking sites (for example, Facebook)
- Virtual game worlds (for example, World of Warcraft)
- Virtual social worlds (for example, Second Life)

2.4. What are the advantages of social media ?

Ans: Advantages of social media :

- Brand awareness
- Brand reputation
- Cost effective
- Website traffic
- Customer interaction
- Target audience
- Brand loyalty

2.5. What are the disadvantages of social media ?

Ans: Disadvantages of social media :

- Resources
- Evaluation
- Ineffective use

2.6. Define blog.

Ans: Blog is an abbreviated version of weblog, which is a term used to describe websites that maintain an ongoing chronicle of information. A blog features diary-type commentary and links to articles on other websites, usually presented as a list of entries in reverse chronological order. Blogs range from the personal to the political, and can focus on one narrow subject or a whole range of subjects.

2.7. What are the uses of blogs ?

Ans: The uses of blogs are :

- It helps to drive traffic to our website.
- It helps to convert that traffic into leads.
- It helps to establish authority.
- It drives long-term results.

2.8. Define blogger.

Ans: A blogger is a person who owns or runs a blog or maintains the blog. That is, posting articles or new posts, information, sharing the most up-to-date news, opinions and case studies to name but a few. Such entries are known as blog posts.

2.9. Define LiveJournal.

Ans: LiveJournal is a Russian free blogging service and it is one of the leading blogging platforms. It is integration of social media which helps users to create their own networks, join polls and interact with other bloggers.

2.10. What are the four key ways / types of business applications classification for social media ?

Ans: Four key ways/types of business applications classification for social media :

- Feedback and information channel
- Product innovation
- Advertising and promotion
- Education and training

2.11. What are the different blogging platforms ?

Ans: Five blogging platforms utilized by marketers are :

- Wordpress
- Blogger
- Tumblr
- Medium
- Live-journal

2.12. How pages are different from profiles ?

Ans: Pages are different from profiles in the following ways :

- With a profile, friends need mutual acceptance while for a page they just need to like a page to start receiving content on Newsfeed.

2. Profiles have features like chat and gaming which are not on a page, while pages can be promoted and products can be set up for buying.
 3. Profiles cannot be optimized for search engines while pages can be as they are public by default.
 4. While a profile has a single user managing it, a page can have multiple designated administrators to help manage a large business account.
- 2.13. What are the two different types of dashboards by which Facebook ad performance can be tracked and campaigns edited ?**
- Ans:** Two different types of dashboards by which Facebook ad performance can be tracked and campaigns edited are :
1. **Ads manager** : An all-in-one tool for creating managing and running ads designed for advertisers of any experience level.
 2. **Business manager** : Essential dashboard for organizations to share Facebook assets among multiple people or teams like agencies.
- 2.14. What are the features to make best use of Facebook investment ?**
- Ans:** Following are the features to make best use of Facebook investments :
1. Develop multi-product ads
 2. Leverage look-a-like audience feature
 3. Invest in video marketing
 4. Include dynamic product ads
- 2.15. Define the three types of options for advertising Twitter.**
- Ans:** Twitter provides three types of option for advertising :
1. Tailored ad campaigns
 2. Twitter promote mode
 3. Twitter ads for agencies
- 2.16. What are the objectives of Twitter Ads for marketer's campaign ?**
- Ans:** Twitter Ads provides options to service five major types of objectives for a marketer's campaign :
- i. **Awareness** : Increase knowledge of the brand.
 - ii. **Followers** : Building an engaged audience to amplify brand message.
 - iii. **Video views** : To promote GIFs, vines or videos.
 - iv. **Website clicks** : Improve conversions through actions on Website.
 - v. **Tweet engagements** : Maximize engagement of each tweet.
- 2.17. What are the two types of ad options in YouTube ?**

- Ans:** YouTube provides two kinds of ad options :
1. **Non-strippable ads** : These are short 15-20 second ads which are pre-roll ad campaigns which cannot be skipped.
 2. **Strippable ads** : It is also known as TrueView Ads, they are the ads that are not forced on visitors and they have the power to skip them. These ads can be placed in two way :
 - i. In-stream ad
 - ii. In-display ad
- 2.18. What are key paid feature of LinkedIn ?**
- Ans:** Key paid features of LinkedIn :
1. LinkedIn sponsored content
 2. Sponsored in-mail
 3. LinkedIn display ads
 4. LinkedIn dynamic ads
- 2.19. Name the five types of dashboards in twitter analytics.**
- Ans:** Twitter analytics provides five types of dashboards :
1. **Account home** : It is like a Twitter report card, which provides high-level statistics tracked from month to month.
 2. **Tweet activity** : Marketers gain an idea on how many times Twitter users have seen, retweeted, liked and replied to tweets.
 3. **Audience insights** : It includes valuable information on key followers.
 4. **Video activity** : It includes engagement across Twitter video activity.
 5. **Events** : It provides trends related to specific event impact on Twitter.
- 2.20. How are companies making use of Instagram for digital marketing ?**
- Ans:** Companies making use of Instagram for digital marketing as it helps :
1. Boosting awareness through hashtags.
 2. Building content pillars.
 3. Interacting freely with the audience.
 4. Sharing user-generated content.
 5. Utilising geotagging.
 6. Advertising to a more highly-targeted audience.
- 2.21. What is Call To Action (CTA) in online advertising ?**
- Ans:** Call To Action (CTA) is a marketing term used extensively in advertising and selling. It refers to any device designed to prompt an immediate response or encourage an immediate sale.
- 2.22. What do you mean by Click Through Rate (CTR) ?**

Ans: Click Through Rate (CTR) is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement. It is used to measure the success of an online advertising campaign for a particular website as well as the effectiveness of email campaigns.

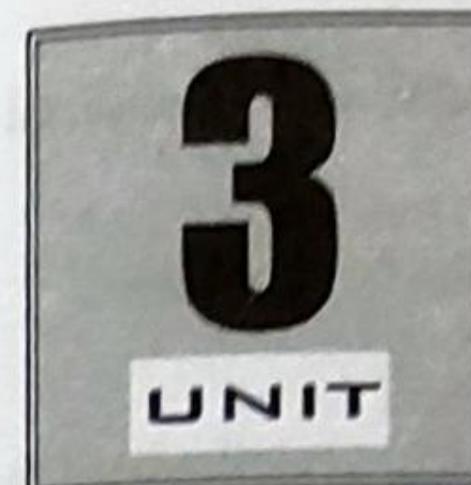
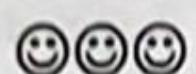
2.23. What do you mean by organic traffic on website ?

Ans: Organic traffic is a term used for referring the visitors that land on a website as a result of unpaid ("Organic") search results. Organic traffic is opposite of paid traffic, which defines the visits generated by paid ads.

Visitors who are considered organic find the website after using a search engine like Google or Bing, so they are not referred by any other website.

2.24. What is Brochureware website ?

Ans: A Brochureware website is an externally facing site that acts as an organisation's presence on the World Wide Web. The overriding focus is on representing the organisation's brand to its potential customers. This site would include information about the organisation including its ethics, goals, mission, and history.



Acquiring and Engaging users through Digital Channels (2 Marks Questions)

3.1. What are digital marketing channels ?

Ans: Digital marketing channels are :

1. Organic traffic
2. E-mail traffic
3. Paid search traffic
4. Content marketing traffic
5. Social media traffic
6. Affiliates traffic
7. Referrals traffic
8. Direct traffic

3.2. Define the term brand.

Ans: A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image.

3.3. Define Search Engine Marketing (SEM).

Ans: Search Engine Marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in Search Engine Results Pages (SERPs) primarily through paid advertising.

3.4. What is mobile marketing ?

Ans: Mobile marketing is a multi-channel online marketing technique focused at reaching a specific audience on their smartphones device through websites or mobile application.

3.5. What are the types of mobile marketing ?

Ans: Types of mobile marketing are :

1. App-based marketing
2. In-game mobile marketing
3. QR codes
4. Location-based marketing
5. Mobile search ads
6. Mobile image ads
7. SMS

3.6. What is the importance of mobile marketing ?

Ans: Importance of mobile marketing :

1. Availability of quick services anytime.
2. Mobile is not only used for e-shopping but also used in physical store.
3. SMS marketing.
4. Mobile search index becomes primary contents for ranking.

3.7. Define video marketing.

Ans: Video marketing is a type of marketing in which videos are used to promote and market the product or service, increase engagement on digital and social channels, educate the consumers and customers, and reach the audience with a new medium.

3.8. What are the benefits of video marketing ?

Ans: Benefits of video marketing are :

1. Video helps us to connect with the audience.
2. Video is an SEO gold mine.
3. Videos boost information retention.

3.9. Define search engine optimization.

Ans: Search engine optimization (SEO) is the process of improving the ranking (visibility) of a website in search engines.

3.10. What are the steps involved in the working of search engine ?

Ans: Following are majority steps involved in the working of a search engine :

1. Crawling
2. Indexing
3. Processing
4. Calculating relevancy
5. Retrieving results

3.11. What is the importance of SEO ?

Ans: Importance of SEO :

1. Help to gain more visitors.
2. Important for social promotion of a website.
3. Improving the business of a commercial site.
4. Improving user experience.

3.12. What are the key activities involved in campaign budgets ?

Ans: Key activities involved in campaign budgets are :

1. Deciding on spend
2. Bid/Quote analysis
3. Expected reach/leads/conversions

3.13. What are market campaign stages ?

Ans: Following are market campaign stages :

1. Campaign plan
2. Campaign budget
3. Campaign set-up
4. Campaign launch
5. Campaign monitor
6. Campaign fine-tune

3.14. What are the activities involved in campaign planning ?

Ans: Activities involved in campaign planning are :

1. Campaign objectives
2. Target market
3. Determining flight dates
4. Target output
5. Resource identification

3.15. Define market gamification.

Ans: Gamification is emerging as a marketing trend and it vital for marketing to address the analysis of games used in gamification in terms of their structure and mechanism and their subsequent transference to the area of marketing activities.

3.16. What are the types of marketing videos ?

Ans: Types of marketing videos :

- | | |
|---------------------------------|----------------------|
| 1. Demo videos | 2. Brand videos |
| 3. Event videos | 4. Expert interviews |
| 5. Educational or how-to videos | |
| 6. Explainer videos | 7. Animated videos |

3.17. Differentiate between deterministic, non-deterministic targeting in digital marketing.

Ans: Deterministic targeting : This form of marketing gives different offers to visitors based on their actions on the website. It offers product based on which segment the visitor belongs to.

Non-deterministic targeting (self-learning) : In this form of marketing decision system applies advanced analytics to train a model and apply it to making decision based on visitor's behaviour.

3.18. What is on-page optimization ?

Ans: On-page optimization refers to all measures that can be taken directly within the website in order to improve its position in the search ranking.

3.19. What is pay-per-click advertisement ?

Ans: Pay-per-click is an internet advertising model used to drive traffic to websites in which an advertiser pays a publisher when ad is clicked.



4

UNIT

Designing Organization for Digital Success (2 Marks Questions)

4.1. Define digital transformation.

Ans: Digital transformation is the process of using digital technologies to create new or modify existing business processes, culture, and customer experiences to meet changing business and market requirements.

4.2. What are the benefits of digital transformation ?

Ans: Benefits of digital transformation :

1. Higher worker productivity
2. Increased customer satisfaction
3. Agility

4.3. Write down seven core principles of digital leadership.

Ans: Seven core principles of digital leadership :

1. Authenticity
2. Influence
3. Empathy
4. Agility
5. Insight
6. Balance
7. Maturity

4.4. Define empathy in context to digital leadership.

Ans: Empathy is the power of understanding and imaginatively entering into another person's feelings or the intellectual identification with or vicarious experiencing of the feelings, thoughts, or attitudes of another.

4.5. What is the function online PR ?

Ans: Online Public Relations (PR) functions the web relationship influence among the cyber citizens and it aims to make desirable comments about an organization, its products and services, news viewed by its target audiences and lessen its undesirable comments to a large degree.

4.6. Write down the benefits of public relations.

Ans: Benefits of public relations :

1. Influence
2. Reach
3. Cost effectiveness

4.7. What are the challenges of public relation ?

Ans: Challenges of public relations :

1. No direct control
2. No guaranteed results
3. Evaluation

4.8. Define online reputation management.

Ans: Online Reputation Management (ORM) is the practice of crafting strategies that shape or influence the public perception of an organization, individual or other entity on the Internet. It helps to drive public opinion about a business and its products and services.

4.9. Define digital marketing RoI.

Ans: Digital marketing RoI is the measure of the profit or loss that we generate on our digital marketing campaigns, based on the amount of money we have invested.

4.10. Write down the metrics to measure RoI ?

Ans: Metrics to measure RoI :

1. Conversion rate
2. Cost per head
3. Average order value
4. Lead close rate
5. Cost per acquisition

4.11. Define conversion rate.

Ans: Conversion rate is metrics used to track return on investment over time. If the goal of the marketing campaigns is to convert, then conversion metrics will tell us how well the goal is accomplished.

4.12. How digital marketing adds value to business ?

Ans: Ways to understand digital marketing adds value to business :

1. Enhanced customer service
2. Demand prediction
3. Customized consumer experience
4. Market research and interactions
5. Ease of online marketing

4.13. What are the ways to improve digital marketing RoI ?

Ans: Ways to improve digital marketing ROI :

1. Clearly identify goals.
2. Use KPIs that are directly related to goals.
3. Test different targeting, offers, frequency, and messaging.
4. Identify and seize important opportunities for improvement.

4.14. What are the benefits for business through digital marketing ?

Ans: Benefits for business through digital marketing :

1. Adds value to our business
2. Unfolds expansion opportunities for small-scale industries
3. Higher conversion rate
4. Enhanced customer support
5. Easy to interact with the consumers

4.15. List out the two techniques for evaluating cost effectiveness of digital strategies.

Ans: Cost effectiveness strategies are :

1. Cost benefit method
2. Cost effectiveness evaluation

4.16. What defines a good online campaign management solution ?

Ans: Following are the features that define online campaign management solution :

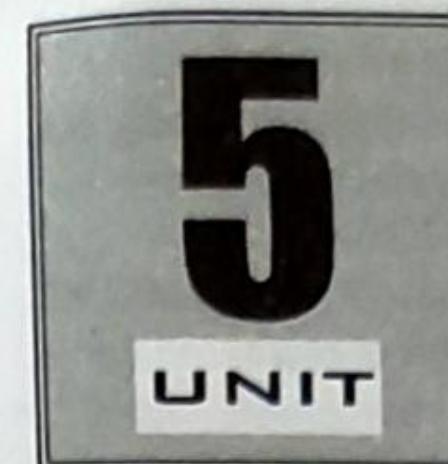
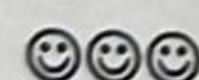
1. Establishing the goal of advertising campaigns.
2. Deciding what metrics will be used to judge the effectiveness of the advertising.
3. Establishing baselines for traffic, clicks, sales and current campaigns.
4. Investing in website tracking software.
5. Investing in creating landing pages.

4.17. Define online reputation management.

Ans: Online Reputation Management (ORM) is the practice of crafting strategies that shape or influence the public perception of an organization, individual or other entity on the internet. It helps drive public opinion about a business, its products and services.

4.18. How digital marketing is considered as inbound marketing ?

Ans: Digital marketing is considered as inbound marketing as it utilises pull marketing, content marketing, blogs, events, SEO, social media to create brand awareness and attract new business.



Digital Innovation and Trends (2 Marks Questions)

5.1. What are digital innovation of digital marketing ?

Ans: Digital innovation of digital marketing are :

1. Artificial intelligence
2. Personal digital assistants
3. Blockchain technology
4. Chatbots
5. Voice search
6. Influencer marketing
7. Micro-moment marketing

5.2. What are digital marketing trends ?

Ans: Digital marketing trends are :

1. Digital marketing strategy and planning trends
2. Marketing strategy and planning
3. Search marketing trends
4. Social media trends
5. Email marketing and marketing automation
6. Analytics and reporting
7. Paid and earned media

5.3. Define digital revolution.

Ans: The digital revolution refers to the advancement of technology from analog electronic and mechanical devices to the digital technology available today. The Digital Revolution also marks the beginning of the Information Era. The digital revolution is also called the Third Industrial Revolution.

5.4. What are the phases of digital revolution ?

Ans: Phases of digital revolution are :

1. Phase One : App and web experiences
2. Phase Two : Platform-based experiences
3. Phase Three : Blended experiences for personalization
4. Phase Four : Blended ecosystem experiences

5.5. Define digital transformation framework.**Ans:**

1. A digital transformation framework is the blueprint for how an organisation moves through a period of significant change because of the current evolving business conditions.
2. The framework is a tool, used across an organisation that guides all levels of the organisation through the journey.

5.6. What are the steps used for creating transformation strategy ?**Ans:** Steps used for creating transformation strategy :

1. Start big
2. Build the right workforce
3. Focus everything on the customers
4. Connect the digital dots
5. Empower employees with data

5.7. What are emerging trends in digital marketing in India ?**Ans:** Emerging trends in digital marketing in India :

- i. Search Engine Optimization (SEO)
- ii. Search Engine Marketing (SEM)
- iii. Content creation
- iv. Social Media Marketing (SMM)
- v. Digital display advertising
- vi. Retargeting and remarketing
- vii. Mobile marketing
- viii. Interactive marketing
- ix. Viral marketing
- x. E-mail marketing
- xi. Digital media planning and buying

5.8. What are digital marketing emerging trends ?**Ans:** Digital marketing emerging trends are :

1. Voice marketing
2. Micro-influencers
3. General data protection regulation or GDPR
4. Growth hacking
5. Conversion rate optimization

5.9. What are the technical issues related to digital marketing ?**Ans:** Technical issues related to digital marketing :

1. Interoperability issues
2. Reliability issues
3. Integration issues

5.10. What are the external challenges related to digital marketing ?**Ans:** External challenges related to digital marketing :

1. Intellectual property right issues
2. Taxation issues
3. Legal validity of transactions
4. Compliance, regulatory, and government policies

5.11. What are security issues related to digital marketing ?**Ans:** Security issues in digital marketing :

1. Spamming
2. Cybercrimes
3. Digital signatures issues

5.12. What are web tracking issues in digital marketing ?**Ans:** Web tracking issues in digital marketing :

1. Data usage
2. Data tracking
3. Theft and fraud

5.13. What are trust-related issues in digital marketing ?**Ans:** Trust-related issues in digital marketing :

1. Predictability
2. Reliability
3. Technical competence
4. Fiduciary responsibility

5.14. What are societal and digital divide issues in digital marketing ?**Ans:** Societal and digital divide issues in digital marketing :

1. Cultural diversity
2. Labor shortage
3. Unequal access
4. Digital acceptance
5. Social exclusions

5.15. Define online community ?**Ans:** An online community, also called an internet community, is a virtual community whose members interact with each other primarily via the Internet.**5.16. What are four different types of communities ?****Ans:** Four different types of communities :

- i. Social communities
- ii. Support communities
- iii. Advocate communities
- iv. Insight communities

5.17. Define co-creation.

Ans: Co-creation refers to a product or service design process in which input from consumers plays a central role from beginning to end.

5.18. What are the types of co-creation ?

Ans: Types of co-creation are :

1. Submitting
2. Tinkering
3. Co-designing
4. Collaborating

5.19. What are online communities ?

Ans: An online community is a group of people with common interest and who use the internet tools and spaces (for example, blogs, websites, and e-mail) to communicate, create something together and pursue common interests over time.

5.20. Discuss privatization issues with digital marketing ?

Ans: Privatization issues with digital marketing are :

1. Choosing a bad platform for a website
2. Poor SEO
3. Outdated content
4. Non-use of latest trends.

5.21. What are some of the threats to Internet user privacy ?

Ans: Threats to Internet user privacy are :

1. HTTP cookies
2. Flash cookies
3. Ever cookies
4. Device finger printing
5. Search engine.

